

BCBE

Broadwell College of Business and Economics

**NEW PROGRAMS
MAKE WAY FOR
OPPORTUNITIES**

Also in this Issue

**NEW GRANTS: SAP ACADEMY
WILL TRAIN MORE THAN 20 HBCU
STUDENTS FOR THE SAP TS410
CERTIFICATION EXAM**

**ENTREPRENEURIAL SPEAKER SERIES
FEATURING: D'SHAWN RUSSELL,
KENDRICK FAISON AND DANA NEWELL**

BROADWELL COLLEGE
OF
BUSINESS AND ECONOMICS



**AACSB
ACCREDITED**



**FAYETTEVILLE
STATE UNIVERSITY**

Highlights and Updates Fall 2021

ACADEMIC EXCELLENCE

#1

Most Affordable Online Accounting Degree in the Nation

By Education Reference Desk.

#3

Online MBA program in NC

By U.S. News and World Report.

#3

Most Affordable Online MBA in the Country

By Online MBA Today.

#5

Best HBCU in the Country
By BestColleges.com

#24

Best HBCU in the Country
By U.S. News and World Report.

#11

Most Affordable Accounting Schools

By Discover Accounting.

#41

Best Online MBA Programs for Veterans

By US News and World Report.

#45

Online Master of Business Administration in Healthcare Management in the Country

(only HBCU to make the list).

By Online MBA Today.

#88

Best Online MBA program in the Country

(Only two other NC universities rank higher.)

By US News and World Report.



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DEAN'S MESSAGE

Welcome to the Broadwell College of Business and Economics at Fayetteville State University.

We are pleased to offer award-winning programs that provide students and community members with the practical tools and analytical frameworks needed for successful careers as business professionals and entrepreneurs. Our offerings include well-regarded undergraduate programs in accounting, finance, information systems & business analytics, healthcare management, fire & emergency services and business administration. Concentrations are also available in a range of fields including management, marketing, risk management & insurance and entrepreneurship. In addition, our MBA program is ranked by U.S. News and World Report as one of the top 3 online MBA programs in the state. Through our graduate programs, we offer sought-after MBA concentrations and graduate certificates such as Cybersecurity Management, Project Management and Business Intelligence & Data Analytics.

Our students receive an excellent education, accredited by the AACSB, the premier business school accreditation agency in the world. Students benefit from small class sizes, instruction from accomplished professors, and extensive computer labs and simulation resources. Our faculty has forged strong industry partnerships that extend the learning environment from the classroom to the regional and national business community. At FSU, we are closing the gap between theory and practice, by providing a myriad of internship opportunities and infusing industry-led consultative “real-world” projects throughout our curricula.

Another strength is the exceptional diversity of our student body. Our students are comprised of a wide range of ethnicities, ages, and backgrounds, and all bring the capability to perform well. In addition to our academic curriculum, with the guidance of supportive faculty advisors, our students are exposed to a wide assortment of extra-curricular opportunities:

- BCBE students regularly win awards in regional and national business plan competitions
- Active student organizations offer valuable learning opportunities in leadership and community service
- Students are sponsored for professional conferences at which they often receive job offers and internships on the spot
- Students participate in faculty-led study abroad programs that enhance global and cultural awareness
- Our Veterans Business Outreach Center, Small Business Technology Development Center, and EDA University Center for Economic Development provide business and entrepreneurial support beyond the walls of the university to the community.

Guided by our mission, we are committed to providing a high-quality education that prepares our students to be business leaders in the global marketplace.



Ulysses Taylor, J.D.
Dean, Broadwell College of Business & Economics Fayetteville State University



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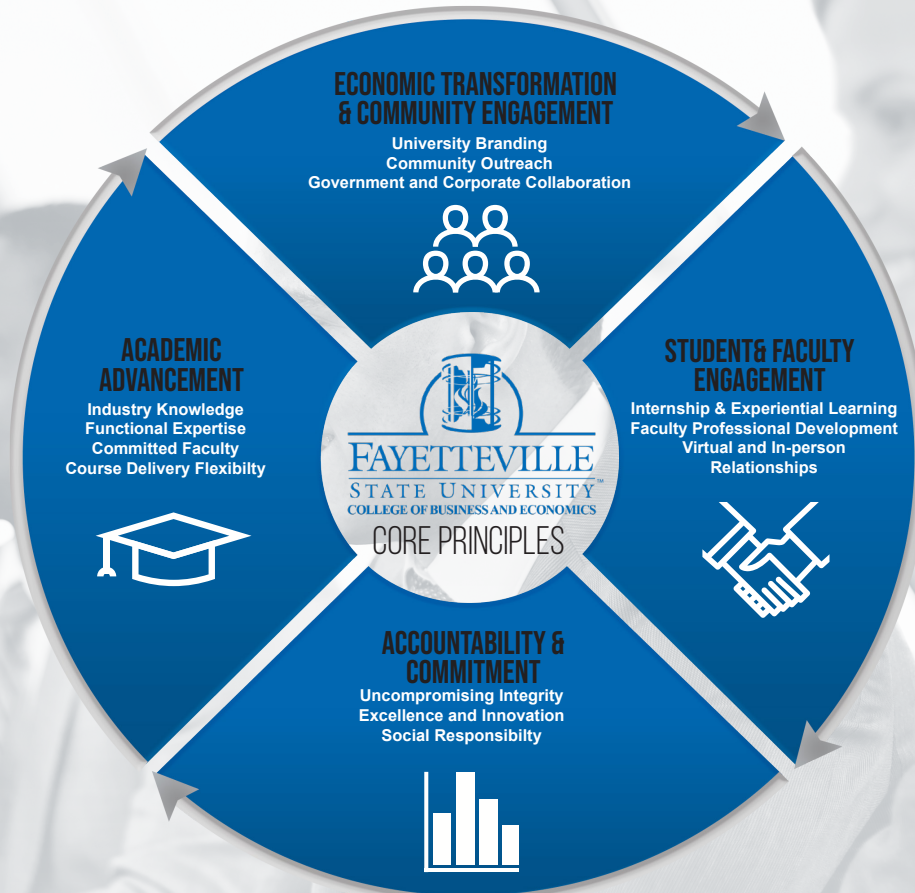


VISION, MISSION, AND CORE VALUES

Vision: To be the institution of choice for undergraduate and graduate business education in southeastern North Carolina and beyond.

Core Values: Shared governance; diversity, equity, and inclusion; collaboration and partnership; innovation; entrepreneurial thinking, and integrity.

Mission: The Broadwell College of Business and Economics (BCBE) at Fayetteville State University (FSU) provides quality business programs to prepare students for careers in an ever-changing global environment. Through excellence in teaching, supported by intellectual contributions and professional engagement, we advance the intellectual and career development of our diverse student population. The College also supports regional economic transformation by promoting entrepreneurial and economic development.



The Broadwell College of Business and Economics at Fayetteville State University is located in southeastern North Carolina and the university is the second oldest institution in the University of North Carolina system. The college serves over 1,600 students at the undergraduate and graduate level and its diversity is a direct reflection of the community in which it serves. Our students are seeking an affordable, convenient, high quality education to provide opportunities for upward social mobility and a successful career. The college's mission highlights its commitment to excellence in teaching a diverse student body which is strengthened through faculty research and supported by professional service. BCBE students thrive in an environment that is defined by the faculty's concern for students at the individual level and willingness to deliver an up-to-date curriculum augmented with opportunities to engage in a variety of extracurricular activities. In addition, the college strives to be responsive to the needs of working students by providing a range of course delivery alternatives, including traditional, online, virtual, hybrid, video streaming, and evening classes, all supported by leading edge technologies.

RECENT ACCOMPLISHMENTS

BCBE established a new **Center for Enterprise Resource Planning and Advanced Analytics (CERPAA)** the purpose of which is to benefit students, industry partners and regional and local communities. Our goal is to expand BCBE's outreach through training, research and consulting activities. The initial and planned activities of the center will make FSU a stronger player in the Global SAP Ecosystem increasing visibility of the college. CERPAA will also provide students professional development opportunities in the SAP environment (through TS410 Certification) and build consulting and analysis skills while connecting them with companies recruiting those with experience in SAP technology. The center also offers its services to various SAP Global Diversity & Inclusion Office as a means to increase specific skill sets among other under-represented groups across the nation.

The Innovation and Entrepreneurship Hub (The Hub) is a strategic initiative that is the outgrowth of FSU acquiring full ownership in Bronco Square. The Hub encompasses approximately 6,500 square feet of space and will be used to assist entrepreneurs, develop emerging businesses, act as a gateway for community and academic partners to engage in creative endeavors. The Hub will facilitate skill development, networking, workshops & seminars and a cadre of other initiatives that will clearly reflect community engagement.

BCBE Marketing Initiative is an integral part of the BCBE's vision and the 2020-2025 strategic plan that aims to increase BCBE's visibility and brand image which will eventually increase enrollment, graduation and retention. This initiative is led by the Dean's Office and supported by the BCBE marketing committee consisting of department chairs and marketing faculty. The implementation scope includes social media management, digital content creations, website improvements, search engine optimization and major event organizations. BCBE's achievements will be set as a benchmark implementation for other colleges and units at the university.

Microsoft Cloud certification training (Azure Fundamentals) has been infused into the undergraduate curriculum and a digital talent

competition was offered as an intersession course to prepare students for positions requiring cloud skills. The intersession course was designed as a two-week bootcamp for AZ-900 certification exam, which measures the ability to describe concepts in core Azure services, core solutions and management tools on Azure, general security and network security features, identity, governance, privacy and compliance features.

MedPro Immersion is a joint collaboration with the MedPro Group (which is a subsidiary of Berkshire Hathaway) to offer a Foundations of Risk Management and Insurance Immersion bootcamp taught exclusively by Risk Management and Insurance executives. This opportunity will be offered to a select group of students each fall and includes coaching by insurance professional, \$500 scholarship to each participant and paid internships for those who qualify.

Through its partnership with **AWS Academy and AWS Workforce Program**, BCBE received an initial donation of \$20,000 to cover various student related costs for AWS accreditation. The program will be launched during the Spring 2022 term. Considering millions of job openings requiring cloud technology skills, this initiative is expected to create significant impact both for CERPAA and BCBE.



NEW INITIATIVES

SAP
\$115,000

Microsoft Azure
\$106,000

SAS
\$83,900

Amazon Web Services
\$100,100

*Median Income, North Carolina Job Postings Requiring Certification
-Burning Glass Labor Insight Database October 2021*

CERPAA: A NEW CENTER

Career ready graduates and quality academic programs are a hallmark of the college’s mission and strategic plan. As an outgrowth of our tactical and deliberate approach

to engagement, the Center for Enterprise Resource Planning and Advance Analytics (CERPAA) was established in an effort to expand BCBE’s outreach through training, research and consulting activities. The center positions FSU as a key player in the Global SAP Ecosystem. CERPAA also provides students with professional development opportunities to acquire career ready skills in ERP, Analytics, Cloud technologies. The Broadwell College of Business and Economics and CERPAA were recently recognized by SAP as the primary training hub for certification classes for HBCUs across the country.

Dr. Murat Adivar, who has been appointed as the founding Director of the Center, lists the main functions of the Center as:








- **Training** - Create a pipeline of professionals with the requisite skills and credentials to successfully compete for positions requiring SAP, AWS, Microsoft, SAS and Data Analytics Certifications.
- **Consulting** - Provide business process improvement, digital transformation, advanced analytics consulting services to support the decision-making needs of local and regional firms.
- **Research** - Conduct advanced research on machine learning, digital economy, ERP, intelligent enterprise management, analytics that is of interest to industry and FSU faculty and students.

CERPAA is a center within Fayetteville State University with the mission of serving as a regional leader in the field of enterprise resource planning (ERP) and advanced analytics. Professionals can get certified at FSU’s Center for Enterprise Resource Planning and Advanced Analytics and be career-ready in ten weeks. With flexible delivery options, the center provides excellent training in FSU’s one-of-a-kind SAP NextGen Lab, on Fort Bragg, or online. The SAP Next-gen Lab (one of only ten in the country) immerses students in the SAP environment and builds collaboration and analytic skills while connecting them with companies utilizing SAP technology. The college offers SAP Consultant Training with internationally recognized faculty and its graduates are currently working at prestigious companies including SAP, Infosys, Deloitte, Apple, PriceWaterhouseCoopers, and Lockheed Martin.

BCBE was recently awarded a grant by SAP Inc. to train a more diverse group in TS410 technology. Selected training projects of CERPAA include **SAP Project Propel**, which is funded by SAP Americas to provide SAP TS410 HANA Certification training to 25 students from eleven universities located in CA, NY, NC, AL, SC, ML, TX, MS. The first research project conducted by the center is the Weigh-In-Motion System Design project funded by the North Carolina Department of Transportation.



Strategic Focus Areas and Partnerships

| | | |
|---|---|---|
| Supply Chain and ERP Systems | — |  |
| Business Intelligence and Data Analytics | — |  |
| Risk Management and Insurance | — |  <small>a Berkshire Hathaway company</small> |
| Cloud Computing Technology | — |  |
| Health Informatics | — |  |
| Disaster Management | — |  |
| Technology Transfer and Commercialization | — |  |

The Broadwell College of Business and Economics is well-poised to continue to expand the set of stakeholders for whom the college is the institution of choice for undergraduate and graduate business education in North Carolina and beyond. The growth in both undergraduate and graduate students provide compelling evidence of the quality of curricular programs and the responsiveness to student needs. The college is also expanding its partnerships, engagement and societal impact.

The College has been successful in its efforts to offer program enhancements that meet the needs of the global market and reflect our strategic priority to provide quality academic programs. A four-course SAP certification program is available to all business majors to prepare students for this high demand and lucrative industry. New undergraduate concentrations were also developed in disaster management, human resource management, risk management and insurance, and healthcare informatics. At the graduate level, new specializations include healthcare informatics (HINF), business intelligence & data analytics (BIDA) and digital enterprise & cloud management (DECM).

In an effort to promote continuous improvement and enhance student outcomes during their matriculation at FSU (and after graduation), the College has employed a dedicated professional staff to assist with student advisement, added staff for business and community outreach to provide more opportunities

for student and faculty engagement. Furthermore, to enhance community initiatives, the College has garnered commitment of the Dean’s Advisory Board to fund enhanced student professional development opportunities.

FAYETTEVILLE STATE UNIVERSITY MAKES BEST 1-YEAR ONLINE MBA PROGRAMS OF 2022 LIST

College Consensus, a unique college review aggregator, has recognized Fayetteville State University (FSU) on its “Best 1-Year Online MBA Programs of 2022” list. To qualify for the One-Year Online MBA Programs ranking, an accredited college or university must offer a hybrid or online program and provide students with the ability to earn their MBA in 12 months or less. Programs were ranked using an average of published scores from the most respected business rankings, including U.S. News and World Report, The Economist, Forbes, Bloomberg Businessweek, and The Financial Times.

College Consensus is an innovative approach to college and graduate school rankings, also offering expert advice and guidance on all aspects of college life. <https://www.collegeconsensus.com/rankings/best-one-year-online-mba/>



NEW PROGRAMS

DIGITAL ENTERPRISE AND CLOUD MANAGEMENT PROGRAM

Broadwell College of Business and Economics launched a new graduate certification and MBA specialization program in Digital Enterprise and Cloud Management (DECM). The program is designed by the faculty members of Graduate and Professional Studies in Business to accommodate the growing demand for professionals with abilities to analyze and manage the digital transformation processes in Business utilizing cloud management to efficiently accomplish these tasks. Digital transformation is the process of creating new digital business processes and business models to give an organization a competitive advantage, allowing them to make better decisions and deliver higher levels of service to customers. Cloud computing offers benefits in agility, economics, speed and scale. Cloud has become a key enabler in making digital transformation possible. Students gain the skills to lead a digital enterprise and the ability to manage IT teams. They acquire expert knowledge of cloud management and develop professional skills to lead the digital transformation. With more companies moving to the public cloud, cloud computing has become a core competence in business. Cloud services are taking the business world by storm with the market expected to hit



\$623.3 billion by 2023, according to a recent study. 83% of business assignments are also expected to be in the cloud by the end of 2020.

Currently, AWS certified individuals rank highly among the best paid IT professionals. A recent salary study by Global Knowledge suggests that the average wage for AWS accredited professionals in the United States is \$113,932. Students who receive a Graduate Certificate or graduate with an MBA with a concentration in Digital Enterprise and Cloud Management will have the required skills to apply for the following positions:

- **Business Consultant**
- **Cloud Architect**
- **Cloud Developer**
- **Cloud System Integrator**
- **Cloud Manager**

MEDPRO RISK MANAGEMENT AND INSURANCE IMMERSION PROGRAM

Broadwell College of Business and Economics provides internship and employment opportunities by hosting at least three corporate days per semester. This is an opportunity for our students to engage directly with corporate sponsors regarding market trends, mentoring initiatives, and best business practices. One notable initiative is a joint collaboration with MedPro Group (a subsidiary of Berkshire Hathaway) that allows students to participate in a Risk Management and Insurance Immersion bootcamp taught exclusively by company executives.



The program includes on-site seminars and an all-expenses paid three day trip to MedPro's corporate headquarters. Students who complete the immersion program are given a \$500 scholarship towards their future education and are given the opportunity to participate in a paid internship in the summer. Additionally, students are connected with a mentor who can help them navigate the insurance industry. Lastly, students earn a Foundations of Insurance certificate from a Berkshire Hathaway company that will help differentiate their resume.



X-CULTURE: EXPERIENTIAL LEARNING AT GLOBAL SCALE

For the first time, Dr. Meysam Manesh is leading the X-Culture project for students interested in the hands-on global business experience at Fayetteville State University. In this project, students work in international teams with peers from other countries. We place our students in international virtual teams, six people per team, each in a different country, matched by age. The students solve real-life problems presented by real-life companies. In the process, the students learn how to work across cultural differences and time zones and learn the basics of international business. Every semester, about 5,000 people from over 40 countries participate in X-Culture. Over 50,000 students have participated in X-Culture. The schools whose teams show the best results receive X-Culture Trophies. The benefits of the X-Culture are:

1. **International Experience: Complete a project in an international team where each team member is from a different country.**
2. **Business Consulting Experience: Solve a real business challenge for a real client company.**
3. **Expand Professional Network: Meet company CEOs, university professors, and professional peers from other countries.**
4. **New Knowledge and Skills: Training in cross-cultural communication, online collaboration tools, international business, business writing and presentation, etc..**
5. **Cultural Intelligence: A significant improvement in cultural intelligence from before to after the project.**
6. **X-Culture Certificate and Recommendation Letter: You learn and grow. X-Culture provides documented proof.**
7. **Stronger Resume for New Opportunities: X-Culture experience makes you a much stronger applicant for a stipend or job.**



NEW FACULTY



Dr. Mehdi Sharifi Khobdeh is an Assistant Professor of Management at the Broadwell College of Business and Economics at Fayetteville State University. He received a Bachelor of Science in Mechanical Engineering, earned a Master of Business Administration from Sharif University of Technology, and a Doctorate in Strategic Management and International Business from Old Dominion University. Dr. Sharifi Khobdeh's research interests include National Institutions, International Entrepreneurship, and International Strategic Management. In addition to his publications in the *Management International Review* and *International Journal of Business and Management Research*, he has numerous conference proceedings and presentations at the leading conferences in his field of expertise such as Academy of Management, Southern Management Association, and Academy of International Business. He has also served as a reviewer for the *Asia Pacific Journal of Management*, *Journal of Entrepreneurship and Public Policy*, *Academy of International Business*, *Southern Management Association*, and *Academy of Management*.



Dr. Nicole A. Miller is an Assistant Professor of Healthcare Administration in the Department of Finance, Accounting, Healthcare Administration, and Information Systems. She earned her Doctorate in Health Administration from the Medical University of South Carolina (MUSC) in Charleston South Carolina. Her doctoral project is titled "Trends in Admissions and Costs Veterans Care Delivered in Non-VA Facilities". She is an Air Force Veteran, having served 14 years in Healthcare Administration. Her industry experience includes military, federal, state, and private healthcare delivery systems. Her research interest is the VHA Healthcare Delivery System to include Veterans access to care, quality of healthcare services, and Veterans continuity of care.



Ms. Lee Ann Salandy-Gill, an Accreditation Support Specialist/ Health Planner at the Queen Elizabeth Hospital in Barbados, has been selected by the U.S. Embassy in Bridgetown to participate in the 2021 Fulbright Scholar-in-Residence Program. She recently joined AFHI Department at BCBE as a visiting Fulbright Scholar. Ms. Salandy-Gill will conduct lectures and research in the healthcare administration program from August 1 to December 17, 2021. She also plans to study practices that increase efficiencies that reduce the time patients await discharge from hospital. The Fulbright Scholar-in-Residence Program is a unique U.S., exchange program in which U.S. universities host a scholar from abroad for a semester or full academic year to teach courses, assist in curriculum development, guest lecture, develop study abroad/ exchange partnerships and engage with the campus and the local community

NEW GRANTS

SAP Project Propel is a new project funded by SAP Global Diversity and Inclusion Office to have Fayetteville State University, ERP and Advanced Analytics Center (CERPAA) to provide TS410 certification education to diverse groups of students across the country. Starting in Spring 2022, the Broadwell College of Business and Economics SAP Academy will train more than 20 HBCU students for the SAP TS410 Certification Exam. The training will be funded by SAP America.

This will be a non-credit training consisting of 4 modules (192 Hours) and 1 Bootcamp (80 Hours). As a job-oriented program intended to equip students with consulting skills and to connect them to consulting jobs, the training program consists of live online lectures, virtual interviews, information sessions with employers, and online lab studies that require a total of 12 hours workload a week. The program's purpose is to prepare candidates for the professional SAP consultant certification exam (C_TS410_2020). The Training will cover the following business processes and their integrations on SAP S/4 HANA

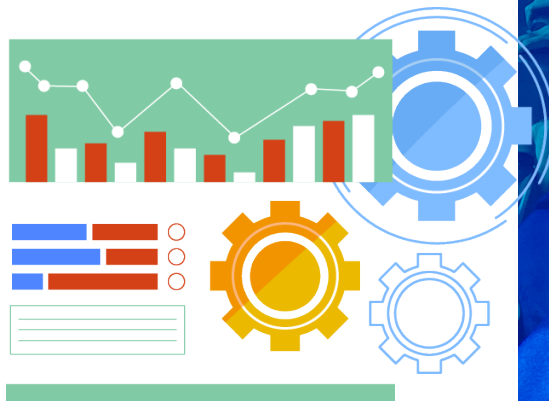
- **Lead-to-Cash**
- **Source-to-Pay**
- **Design-to-Operate**
- **Financial Accounting**
- **Management Accounting**
- **Enterprise Asset Management**
- **Inventory and Warehouse Management**
- **Transportation Management**
- **Human Experience Management**
- **The software and exam fees will be covered by SAP America**

Developing Vehicle Weight Monitoring Program Design Guidelines Based on Advanced Data Analytics

In collaboration with NCSU/ITRE, the Center for ERP and Advanced Analytics (CERPAA) researchers will help NCDOT identify and adopt a new freight monitoring system.

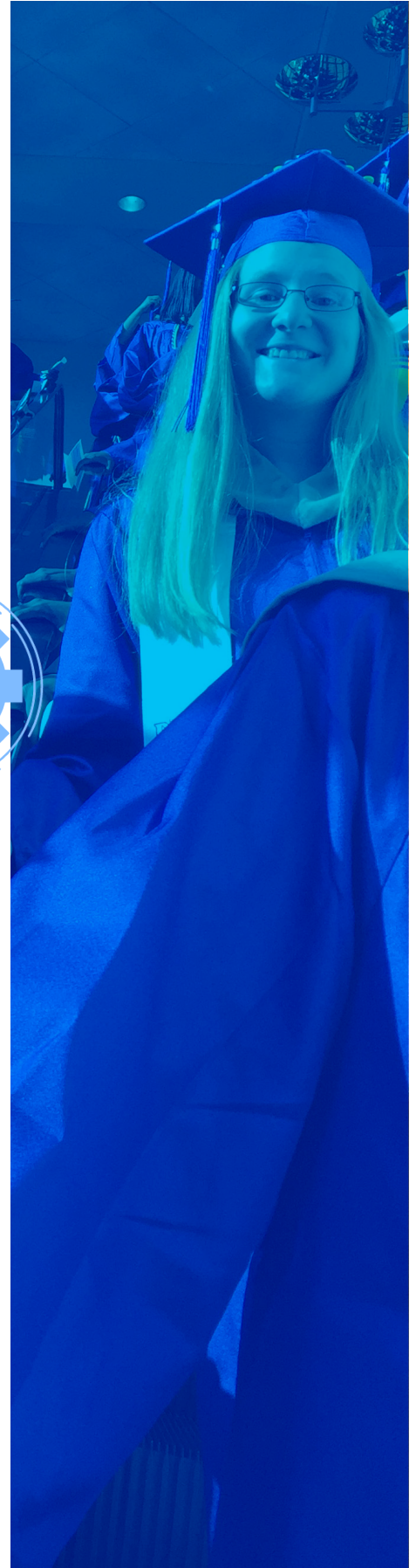
To that end, the research team will document the current and future perceived use of Weigh-In-Motion (WIM) data by different stakeholders in the agency, elsewhere in state, in the country and in global companies. There will be a knowledge base that aids with these deliberations.

As the principal project investigator, Dr. Burcu Adivar stated that research will explore ways in which



the vehicle monitoring program can be used as a decision support tool rather than data source for federal reporting requirements, including pavement design, bridge design, asset management, load rating, commercial vehicle weight enforcement support, and freight planning and logistics. The proposed project outcomes will enable NCDOT to maximize the benefits of the new WIM program to offset the investment required to generate reliable traffic load data. Projected research products include the spectrum of vehicle weight data needed within the agency, inventory of the statistics

needed by stakeholders, and identification of the standards required to generate them reliably.



Broadwell College of Business and Economics Wins the 2021 AICPA's Minority Serving Institution Engagement Technology Awards

On December 21, 2021, the American Institute of Certified Public Accountants (AICPA) announced that the Broadwell College of Business and Economics at Fayetteville State University won the 2021 AICPA's Minority Serving Institution Engagement Technology Awards. The first grant is \$30,000 dollars to facilitate students with desktop computers, and there are some additional grants to train students with emerging technologies in accounting course design. Dean Taylor (Professor of Accounting) and Dr. Jiahua Zhou (Assistant Professor of Accounting) proposed the grants. They introduced the proposal for this award based on BCBE's many years of efforts on embedding data-driving technologies in accounting courses. The accounting profession has been experiencing big changes and expects that future CPAs need more technological training. On July 15, 2021, the AICPA and National Association of State Boards of Accountancy (AICPA & NASBA, 2021) launched the CPA Evolution Model Curriculum (CPAEMC), which offers guidance for higher education accounting programs to prepare graduates for the changing emerging technology demands of accounting professionals. The proposal responds to the call of the AICPA & NASBA. The Department of AFHIS initiated a lab to integrate accounting education, research, and local business consultancy with fitted emerging technologies. This award offers acknowledgement and

significant confidence for the strategic efforts on how to educate future accountants and CPAs.

Global Responsible Entrepreneurship Learning Program (GRELP)

In September 2015, all 193 Member States of the United Nations adopted a plan for achieving a better future for all, laying out a path over the next 15 years to end extreme poverty, fight inequality and injustice, and protect our planet. At the heart of "Agenda 2030" are 17 Sustainable Development Goals (SDGs) and 169 related targets that address the most important economic, social, environmental, and governance challenges of our time. The SDGs clearly define the world we want – applying to all nations and leaving no one behind.

The SDGs are relevant for business and management schools. Higher Education Institutions have the ability to influence students with responsible and sustainable business practices. This influence shapes tomorrow's business leaders and society. SDGs can help to strengthen the enabling environment for business, define future business opportunities, enhance the business case for sustainable business practices and allow for better stakeholder engagement.

As institutions of higher education involved in the development of current and future managers, we need to collaborate with the other international institutions to implement the SDGs goals in the global context.

Thanks to the efforts of Dr. Manesh and Dr. Tavakoli, the Broadwell College of Business and Economics has received a grant for the Global Responsible Entrepreneurship Learning Program (GRELP) from the Department of State. Dr. Manesh

is the Principal Investigator in this project, and they will launch the project in Fall 2022. The GRELP project enables the creation of new ideas that address critical global challenges according to the sustainable development goals. Participants will have the opportunity to learn new skills and obtain experience for collaboration in a global context. They work on their ideas during the course and can test them in an e-Lab. Finally, the best projects can launch their product or service with seed funds. In addition, students can improve their international competencies in this program. They will form international teams from the outset to develop business ideas related to critical global issues like inequality, sustainability, poverty, and climate change.

This program aims to connect students from FSU with students in the Philippines to explore and develop new startup opportunities to address critical global issues related to the United Nations Sustainable Development Goals (SDGs). In this program, participating students will learn and apply essential skills for starting a new business. In addition, this program will launch new ideas in the entrepreneurship labs, where students can jointly develop prototypes and explore new products and services while developing their cross-cultural competencies. The main focus will be on collaboration between Fayetteville State University (FSU) and a participating university in the Philippines to work on the new global business ideas that are mainly related to the seventeen goals of the United Nations for sustainable development.

NEW RESEARCH

WHAT IS A MICRO CREDENTIAL IN ENTREPRENEURSHIP?

From a new research publication:

Phelan, Steven E., and Caroline E. Glackin. "A cautionary note on micro credentialing in entrepreneurship education." *Entrepreneurship Education and Pedagogy* 4.3 (2021): 261-281.

A credential, according to the Oxford English Dictionary, is a "qualification, achievement, quality, or aspect of a person's background, especially when used to indicate their suitability for something." The word credential, in turn, is derived from the Latin *credere*, meaning to trust or to believe. Academic credentials, such as degrees, diplomas, and certificates, ostensibly signal that the holder has acquired demonstrable knowledge in a domain of expertise. The past few years have seen the emergence of so-called micro credentials to add to the existing panoply of academic credentials. Although there is no agreed definition for a micro credential, it is generally assumed that it is a credential of shorter duration or narrower scope than traditional credentials such as degrees and certificates (SUNY, 2019). The National Education Association (NEA; 2018) defines a micro credential as "... a competency-based ... form of certification" often using a "digital badge" to visually denote the acquisition of a skill or behavior. Badges have long been awarded for skills and behaviors. Examples include scouting badges and military badges (such as expert riflemen). The emergence of digital technology has seen badges extend to the online domain, first in computer gaming and later in technology education (Diaz, Jonathan Finkelstein, & Manning, 2015; Hickey & Willis, 2017). Recognized companies, such as Microsoft and Cisco, have established their own range of industry-recognized certifications to support their products (Hitchcock, 2007).

Following the NEA definition, one would expect a micro credential in entrepreneurship (MinE) to be a competency-based form of certification that signifies the acquisition of a set of skills or behaviors related to the creation or success of a new venture, or more broadly, to any activity requiring an entrepreneurial mindset. The definition of a competency has not been limited to skills (knowhow) but has also been extended to include knowledge (know-what), traits, and attitudes (Bird, 1995; Bloom, 1956; Sa´nchez, 2011). Traits have been assumed to be resistant to training (Neck & Greene, 2011), so the result has been a plethora of MinE focused on varying combinations of knowledge, skills, and attitudes.

In summary, a MinE is any qualification with a shorter duration or narrower scope than a traditional credential (such as a degree) that certifies that the recipient has acquired a prespecified blend of knowledge, skills, or attitudes in entrepreneurship. This definition admits a wide range of practices. For instance, in 2018, our institution authorized a CRED (Career Readiness Enhancement Designation) in entrepreneurship that is earned after successfully passing four courses related to entrepreneurship. The CRED will appear on student transcripts and will be accompanied by a digital badge on their online profile. Another recent example can be found at Ryerson University, where microcredits can be accumulated toward traditional academic credit in entrepreneurship courses (Gedeon, 2019).

BCBE PROFESSOR SPEAKS ABOUT LUXURY CONSUMPTION DURING COVID-19

"Last week, Dr. Hamid Abbassi presented the paper entitled "Luxury Consumption in the Context of the COVID-19 Pandemic" at the 59th Annual Society for Marketing Advances (SMA) conference in Orlando, Florida. This was my first in-person presentation after almost two years and it did feel like a luxury experience. I would like to thank my co-authors on this paper: Elmira Shahriari, PhD, Nourah Alfayez, Ph.D, and Miguel Ángel Z. I would also like to extend my gratitude to Fayetteville State University and Broadwell College of Business and Economics for their continued support of my research."



EVENTS

HACKLEY RESEARCH SERIES

The L.V. Hackley Chair for the Study of Capitalism and Free Enterprise in the Broadwell College of Business and Economics (BCBE) sponsored the Hackley Research Series for the following purposes: (1) to support research by untenured faculty; and (2) as the program grows, to expand the visibility of the College and the University by including junior faculty from neighboring universities. The following criteria and procedures apply:

1. Untenured faculty in all departments at FSU may submit a proposal. We cannot accommodate performances, poetry/fiction or exhibits, but only research projects leading to an academic journal submission, at this stage.
2. Untenured faculty may submit an unpublished paper (with abstract), or an abstract showing that the unpublished paper is ready for presentation. Applications are due two weeks before the seminar date and should be submitted to L.V. Hackley Chair, Dr. Nikolai G. Wenzel, (nwenzel@uncfsu.edu). Please include (1) a title; (2) an abstract; and (3) one or two suggested discussants (senior faculty in the relevant field).
3. On an ad hoc basis and depending on the number and academic disciplines of submissions, Dr. Wenzel will form a selection committee, with members drawn from the relevant FSU colleges. Papers will be selected according to quality, with consideration given to balance of disciplines, past participation, and fit with the goals of the Hackley Endowment.
4. Three papers will be selected for each seminar. Each will have a formal discussant, followed by audience feedback.
5. Selected professors will receive a \$1,000 grant for professional development, upon (a) presentation at a Hackley Research seminar; and (b) participation in one other seminar.

ENTREPRENEURIAL SPEAKER SERIES

“My Story” – Broadwell College of Business & Economics’ Speaker Series Features Prominent Entrepreneurs

Entrepreneurs, students, faculty, and staff are encouraged to enrich their knowledge and interests by joining with monthly speakers from across industries and experiences as they share their life stories and learning. Financial support is provided by the BCBE Fund, and the program is supported by the Golden Leaf Foundation, EDA University Center, the College, and often the Black Entrepreneurs Initiative. These meetings take the form of a talk or an interview depending on the featured speaker’s preference. The well-received series began in Fall 2021.

D’SHAWN RUSSELL - FOUNDER & CEO, SOUTHERN ELEGANCE CANDLE COMPANY



Burning the Candle at Both Ends by Ramping Up Your Side Gig

D’Shawn Russell, FSU alumna and entrepreneur, grew up in rural North Carolina and became a teacher after earning her degree in Mathematics Teaching. She pursued a full 22-year career in education and earned her master’s degree. At age 45, Ms. Russell decided to change her life by becoming an entrepreneur and replacing her teaching salary with self-employment income. She harked back to her rural roots and southern upbringing to start her company. In 2016, Ms. Russell started Southern Elegance Candle Company by working from her home kitchen. She introduced and produced a line of handmade candles with the scents of the south. The relationships she built with customers and the quality of her products led to robust growth so that by 2022, her company was predicted to gross well over \$2 million. Ms. Russell has built strong followings on TikTok and Instagram with followers in the six-digits. Southern Elegance has been featured on Good Morning America and Oprah’s Favorite Things, among others. The audience enjoyed her down-to-earth, frank discussion about her paths, challenges, and triumphs.

KENDRICK FAISON - FSU ‘02, CEO & FOUNDER, SPATIALGIS



Leveraging Technology for Entrepreneurial Success

Kendrick O. Faison is the President and CEO for SpatialGIS and a 2002 graduate of Fayetteville State University with a Bachelor of Arts in History and Bachelor of Arts in Geography. He has served in many capacities managing local, state, and federal GIS programs. Mr. Faison started as an Imagery Analyst at the

National Geospatial-Intelligence Agency (NGA) and then joined the National Security Agency (NSA). Mr. Faison later moved into emergency management working for Baltimore City. He became the Federal Regional Manager for Esi Acquisitions, Inc. and was the National Geospatial-Intelligence Lead for the Federal Emergency Management Agency (FEMA). Mr. Faison then formed SpatialGIS, a geospatial and location technology company.

DANA NEWELL

- PRESIDENT AND CEO,
BENTONNEWELL COMMUNICATION



Digital Marketing Wonder Woman

Dana Newell is President and CEO of Benton Newell Communication, a full-service creative agency that offers marketing communications, digital advertising, social media, and SEO strategy. She excels in new market identification and strategic positioning for businesses. Ms. Newell has provided growth consulting for three decades and has managed the operations of medical practices and multi-site home care facilities. She has worked with Edelman PR on product launches like Lipitor and Viagra. Ms. Newell engaged with blue-chip companies such as Bristol-Myers Squibb and IBM. She is a native New Yorker living in NC with her husband, Mark, a trauma surgeon, and two daughters, Morgan, a journalist for WBTV in Charlotte, NC, and Melani, a student at UNC-Chapel Hill.

Entrepreneurial Success Workshops - EDA University Center Active Learning for Entrepreneurs

This series replaces the prior EDA University Center course and offers one or two workshops per month on topics of interest to entrepreneurs, small business owners, students, faculty, and staff. The structure is a workshop so that attendees can engage with the workshop leaders and session content to immediately assist and support their organizations. Those participating in at least eight sessions in a year are eligible for certificates of completion. Participants are also encouraged to work with the Small Business Technology and Development Center (SBTDC), Veterans' Business Outreach Center (VBOC), and Women's Business Center at CEED, to secure individual technical assistance and coaching. The workshop series kicked-off in November.

Show Me the Money! The Inside Story of Inclusive Funding: Access, Sources, & Requirements

This workshop was a hybrid session with a panel of small business and entrepreneurial investors and lenders that explained specific resources available in the local area, the requirements for accessing them, and the usual terms and conditions for them. Hosted by Malika Bennett, Director of the FSU EDA University Center, this interactive session provided the following opportunities:

Grants and Other Opportunities - NC Idea Foundation – Thom Ruhe – President & CEO
Microloans - Center for Economic Empowerment & Development (CEED) – Stuart Walters – Business Consultant
Small Business/SBA Bank Lending – PNC Bank – Chuck Riker – Vice President, SBA Finance Group
Business Banking – PNC Bank – Charlotte Carr – Vice President, Business Banking, Fayetteville Region
Other Financing Options: Crowdfunding, Angels, and Venture Capitalists – Caroline Glackin – BCBE

Financial Empowerment Series

With financial support from Robinhood, Enactus kicked off its Financial Empowerment "Power Lunch" series in the fall. Enactus Team members had often expressed a desire to address financial literacy, and this was an opportunity to do so. The series kicked off with a panel from Robinhood with an FSU student discussing financial topics that matter to them. They then opened up the discussion and an initial agenda was set. The fall session was virtual with plans to hold lunchtime sessions on campus addressing topics like budgeting, student loans, building credit, and home ownership. The series supports the United Nations Sustainable Development Goals of Reduced Inequalities and No Poverty.



Broadwell College of Business and Economics Corporate Day Events

Please join the Broadwell College of Business and Economics, along with Accounting Society and NABA (National Association of Black Accountants) for a virtual Corporate Day Event on October 28, 2021, at 12 pm. We are honored to host a fellow Fayetteville State University alumna, Mrs. La'Chelle Burgess, who is currently an Auditor with the Army Audit Agency. Mrs. Burgess will be discussing the following topics:

- **Career paths with Army Audit Agency**
- **The importance of mentorship and networking**
- **Auditing**
- **Data Analytics**

Students and Faculty Engage with Local, National, and International Organizations through Student Consulting

Housing the only SAP Next-Gen Lab in the region, FSU aims to accelerate “innovation with purpose” in classrooms and with industry partners. In this context, Broadwell College of Business and Economics (BCBE) has been promoting excellence in teaching through project-based learning as part of its mission. The BCBE Project Showcase takes place every Fall and Spring semester. Student-teams exhibit their semester-long professional endeavors, technical and soft skills, and the impact they made in business and society at the BCBE Project Showcase. Business Faculty, SBTDC, and local organizations team up to give BCBE students the opportunity to directly put their knowledge to use and gain practical experience, while providing cutting-edge solutions for the businesses. Many of the projects make a significant positive impact on small businesses to grow or improve their productivity.

The 7th BCBE Project Showcase on December 9th, highlighted undergraduate student consulting projects that empower the business community, support high impact learning through experiential education, and create impact. Each year, approximately 300 students work with about 50 organizations to provide valuable information, analysis, and insights into their real-world problems and opportunities under the guidance of experienced faculty and professional business advisors. Since 2017, faculty have incorporated project-based learning into courses in 10 disciplines (business analytics, entrepreneurship, finance, healthcare, information systems, organizational behavior, marketing, production, operations, and strategy). The student consulting experiences ensure that students graduate with hands-on, real-world consulting practice that produces substantial client deliverables. Following the semester-long consulting experience, top-performing teams are nominated by faculty to compete in a BCBE Project Showcase, which takes place every Fall and Spring semester. A panel of judges evaluates these professional endeavors, the technical and soft skills, and the impact on clients.

On December 9th, the 7th BCBE Project Showcase had 10 project teams competing in a hybrid setting. Student teams successfully presented their projects to all faculty, students, and a panel of seven judges. During the event, Dr. Caroline Glackin, Director of Innovation, Entrepreneurship, and Economic Empowerment emphasized the importance of project-based learning for producing career-ready graduates as stated in the college’s mission statement and the BCBE strategic plan. She also expressed her thanks to all students, supporting faculty, judges, SBTDC, VBOC, EDA University Center, and their clients for making their organizations available for our students as a learning lab.

The following projects were presented:

- **Abbott Marathon Sponsorship Plan**
- **Sewing for Success: A Social Enterprise Proposal**
- **Integrated Location & Social Media Marketing for a Beef Manufacturer**
- **Posh Paws Pet Grooming Startup**
- **Revolutionizing Marketing for Revolutionary Coworking**
- **Mapping a GIS Company’s Trajectory**
- **ERP Implementation for a Tactical Accessories Manufacturer**
- **Cooking Up a Java & Soda Venture**
- **Improving the Operational Efficiency of Paws Anatomy**
- **OSHA Inspection for Fayetteville State University**

Each project was independently evaluated by Dr. Leslie Evelyn (Director of Sponsored Research & Programs - FSU), Dr. Melissa Lyons (Service-Learning Program Manager - FSU), Suzy Hrabovsky (Director - CEED), Katlin Neese (Women’s Business Center Director - CEED), Dr. Assad Tavakoli (Endowed Chair in Economics – FSU), Joseph James (SBTDC), Dr. Anindya Chanda (CEO-Mycologics), and Malika Bennett (EDA University Center Director - FSU). Upon completion of the presentations, the BCBE Fall 21 Best Project Awards were presented to three projects that got the highest evaluations.

The winners were:

- **Sewing for Success: A Social Enterprise Proposal – 1st place**
- **Integrated Location & Social Media Marketing for a Beef Mfr. – 2nd place**
- **Revolutionizing Marketing for Revolutionary Coworking – 3rd place**

The first place winner was the student team supervised by Dr. Caroline Glackin. Social Entrepreneurship students **Briana Lindhart** and **Betty Upson Rivers** developed a feasibility analysis through a social change business plan to create opportunities for domestic abuse survivors to build skills and improve household incomes while reducing the environmental footprint. The team won \$1,000.

The second place project award was presented to the team that worked as a beef producer in Cameron. Under the supervision of Dr. Burcu Adivar, Operations students **Arrianna Scott** and **Brenden McDonald-Bell** created a plan determining the optimal location and social media strategy for distribution of beef products with significant potential benefits to the company. The team won \$700 for their achievement.

The third place project award was presented to the team that worked to analyze Revolutionary Coworking's marketing strategy and digital media and suggested improvements. Under the supervision of Dr. Mehdi Sharifi Khobde, Entrepreneurial Marketing student **Alexander Compeau** provided valuable feedback and recommendation for the client. He won \$300.

In addition to recognizing the showcase competitors, 22 student Change Agents were awarded prizes funded by the Golden Leaf Foundation for impactful work in student consulting. These students worked with North Carolina clients to build revenues, hire employees, create businesses, and/or increase efficiency. Each Change Agent was awarded \$500.

BCBE's MBA Program Concluded Its 5th Semi-Annual "Project Showcase"

Every semester, the MBA students formed 8 teams and were assigned to projects proposed by local businesses. Assuming the role of business consultants, each team spent the last four months conducting research, interviewing industry experts, compiling, and analyzing data, and formulating recommendations and solutions to share with their business clients. Past semesters have shown that the teams add valuable research capacity to participating companies and that the reports and recommendations generated by their work can help inform decision making relating to key company initiatives.

On December 7th, the MBA candidates presented their work to all faculty, students, external parties, and the panel of judges (Dr. Tavakoli, Dr. Anindya Chanda, Mr. Joseph James, Ms. Kaitlin Neese, CEED, Mr. Robert Van Geons, EDA, Malika Bennett, Dr. Leslie Evelyn, OSRP). After the welcoming remarks by Dean Ulysses Taylor, Associate Dean Burcu Adivar stated that professional engagement as part of the curriculum has a significant impact for both the business community and students.

The following projects were presented:

- **Industry Analysis for a Local Business**
- **Manufacturing Rifle Rights in North Carolina**
- **Driving Factors of US Domestic Airfare**
- **Improving Business Process for Local Startups**
- **Using SAP to Reach Mars' Millennial & Gen Z Consumers**
- **Marketing Solution from the Wright Consultants**
- **Performance Analysis for a Nonprofit**
- **Marketing Plan for A UV Technology Company**
- **Evaluation and Announcement of the Winners**

The Fall 2021 MBA Showcase Best Project Awards were presented to three projects that got the highest evaluations.

The winners are:

- **Marketing Solutions from the Wright Consultants – 1st place**
- **Driving Factors of U.S. Domestic Airfare – 2nd place**
- **Marketing for A UV Technology Company – 3rd place**

The team that was awarded first place worked under the supervision of Dr. Paul Richardson. The student team (Naila Alvarez-Collazo, Alonzo Chandler, Carla Sanders, Randy Valencia, and Caroline Wright) conducted a SWOT analysis for a local company for market expansion. The team provided marketing strategies.

to include recommendations for business analysis, maintaining the brand, creating a website, and connecting with the audience to increase visibility.

The second best project award went to the team (Nancy Gail Bouknight-Felder, Raijhan E. Davis, Sandeep K. Dwivedi, Joshua J. Lashley, and Jessica Young) who worked under Dr. Majed Al-Ghandour's supervision. The team conducted research to forecast airfares based on historical data and trends. The team analyzed data regarding demand, cost of labor, and aircraft cost using three major airlines. They concluded that in the future, as airlines continue to expand, they will be able to offer lower priced economy tickets.

The third place winners worked under the supervision of Dr. Paul Richardson. The team (Amy Coleman, Tavoria Freeman, Bernadette Hardy, Adel Ibrahim, and Zilvia McCabe) helped a local business with determining the product needs of the target customer and coordinated a product marketing showcase event. The team offered solutions and an action plan that will create a generous amount of revenue.

The winning teams won monetary prizes in addition to recognition and a certificate.

BCBE PROFESSOR SPEAKS AT A CONFERENCE

The Broadwell College of Business and Economics continues to foster industry related academics and collaboration for greater societal impact! Dr. Murat Adivar, Director of the SAP Next-Gen Lab at Fayetteville State University gave an invited talk at the Science & Technology Forum of Defense Alliance of North Carolina (DANC) significant impact for both the business community and students.

The Defense Alliance of North Carolina is a private, nonprofit, organization focused on strengthening North Carolina's defense sector and those who support it. The Alliance combines the powerful leadership of distinguished military officers and industry executives, a large and active membership base, and an impressive set of standing forums and events to support North Carolina's government, military, business, and academic communities.

On November 16th, Defense Alliance of North Carolina to hold science and technology forum at Fayetteville State University. The speakers invited to the forum included Dr. Murat Adivar, full professor in Business Analytics at Broadwell College of Business and Economics and the SAP Next-Gen Lab director and John Bellamy, Assistant Director and Operations Manager for the Center for Defense and Homeland Security (CDHS) at Fayetteville State University.





FSU ENACTUS TEAM

The FSU Enactus Team had a busy fall semester 2021. Under the leadership of President Rebecca Sappington, Vice President Ethan Joe, Secretary Samuel Doyle, Treasurer Shynia Bien-Aime, and Project Manager Monet Bankston, the social entrepreneurship team continued its work on two projects, adopted a third, and began plans for a fourth.

ENACTUS DRESS FOR SUCCESS CAREER CLOSET

Providing new and gently worn professional attire to students across the Fayetteville State University campus, the Career Closet prepares students for interviews, internships, class presentations, and work with suitable outfits. The clothing has been donated by individuals and organizations and is given to students to support their success. This repurposes clothing and improves career opportunities supporting the United Nations Sustainable Development Goals of Decent Work and Economic Development and Responsible Consumption and Production.

LITTLE LIBRARIES...THE GIFT OF READING

Making books accessible to students where they are to encourage a love of reading and building of skills is the purpose of this project. When Enactus Team members visited Fayetteville/Cumberland County recreation centers to deliver youth programming, they noticed that there were few resources available for the youth in afterschool programs or just visiting. The technology was antiquated, and the resources restricted. Members of the FSU Enactus Team thought about their own youth and determined that having reading materials readily available could provide both entertainment and education for youth while in between doing homework and moving on to group activities. By cooperating with the Department of Parks and Recreation and the Mayor Pro Tem, the initial concept of serving three recreation

centers in the most disadvantaged neighborhoods expanded to reaching all 15 recreation centers. Each center will receive a bookcase and approximately 200 books for youth from early readers to young adult and teen readers. Enactus purchased books through the winnings of the Enactus Team at the national level and from donated funds, and new and gently used books were contributed by PWC employees, members of the FSU family, and others. The first two Little Libraries were installed in fall 2021. In addition, students are reading selected diversity and inclusion and STEM books on video and uploading them to the

FSU Enactus Team YouTube channel where students can read along with them. This repurposes children's books and helps build skills for youth supporting the United Nations Sustainable Development Goals of Reduced Inequalities and Quality Education.



ALUMNI NEWS

BCBE ALUMNI NICHOLAS PERKINS ACQUIRES NATIONAL FOOD CHAIN FUDDRUCKERS



Congratulations to our entrepreneurship Alumnus **Nicholas Perkins** for inspiring young entrepreneurs with his dedication to pushing forward! Fayetteville State University and Howard University alumnus Nicholas Perkins discusses his acquisition of the Fuddruckers brand, becoming the first African American with 100% ownership of a national burger franchise.

ORLANDO MARTINEZ MAKES HISTORY



I joined the military in November of 2002 first as a National Guardman, in the Puerto Rico National Guard as an Infantryman.

In January of 2004, upon returning home from Basic Combat Training, I resumed my college education that I started in 1996, after graduating from High School. I majored in elementary education early childhood K-3 and joined the ROTC program at the University of Puerto Rico, San Juan in August of 2005. In June of 2007, I graduated from the Interamerican University of Puerto Rico with honors (Magna Cum Laude) and earned my commission as a second Lieutenant in the Infantry Branch in the U.S. Army.

In 15 years of federal commission service, I have been stationed in Fort Benning, GA, Fort Hood, TX, Fort Bragg, NC, Fort Drum, NY, and Fort Irwin, CA, with two combat deployments in Iraq in 2009 and 2015. I will be teaching Spanish at West Point starting in August of 2022. I will report to USMA at the beginning of July 2022, for language instructor's training for about a month before beginning instructing. I will be teaching Spanish at USMA for at least three years. The length of the tour was originally 24 months but I was able to extend it to at least 36 months (because of my hustle). I earned my MBA at FSU in May of 2017. FSU is affordable, Military friendly and offers MBA both online and in the classroom.

I love physical fitness. I have been running over 25 miles per week for over two decades and do over 1,000 push ups, air-squats and pull ups each in a given week. In 2021, I began umpiring baseball and have officiated PONY, high school and collegiate level baseball.

I have been married for almost 24 years to the love of my life Isabel Martínez. Together we have three amazing children: Génesis Martínez (Meredith College

Graduate, class of 2021), Orlando Isaac Martínez (sophomore at Barstow Community College and current baseball player) and Dorcas Martínez (freshman at Columbus State University, GA).

MARYLAND SMITH



Maynard Smith sees a future largely powered by the wind. As the Business Engagement Manager for Maryland-based US Wind, the Fayetteville State University alumnus serves on a leadership team that is focused on "fueling the future, naturally," as the company's tagline so aptly puts it. He has a front seat on the ground floor of wind technology to build a cleaner, more sustainable future - a lofty endeavor. But that is just part of its mission. Smith is utilizing his expertise in opening doors to more opportunities for minorities and women. In a press release recently issued by US Wind, the company announced that Smith and two of his colleagues are charged with ensuring diversity on multiple levels - from outside vendors and contractors to community engagement and education. "US Wind understands that a successful offshore wind project must not only result in the development of a new renewable energy resource for the region, but must also provide the basis for

meaningful expansion of economic activity, especially in underserved communities,” said Jeff Grybowski, US Wind CEO, in the press release. “The strength and depth of this team’s knowledge, experience, and relationships will be instrumental in ensuring that Maryland’s minority-owned businesses are afforded the greatest opportunity to participate in the development of our projects.”

Smith elaborates that the company continues to build the country’s first large-scale wind farm with 22 turbines planted in the Atlantic about 13 miles from Ocean City, Maryland. More wind farms are planned in the future for the Eastern Seaboard, including ones off the coast of Norfolk, Virginia, and the Outer Banks of North Carolina. “To me, everything about this is exciting. It will lower our carbon emissions and is a part of the new green technology,” he says. “Generations from now will set the standards for the U.S. It’s thrilling.” Smith praises his high school principal and an FSU alumnus, James Rountree, with taking him as a senior under his wing and arranging a visit to the campus. Smith was immediately smitten. “It was a beautiful campus even back then,” he says. Smith played football for the Bronco his freshman year and became actively involved in the Epsilon Beta Chapter of Kappa Alpha Psi Fraternity, Incorporated. In 1982, he earned his Bachelor’s degree in Business Administration. He went on to receive his MBA from Golden Gate University. Smith, who calls himself “a proud Bronco,” credits his time at Fayetteville State for establishing a foundation for leadership and a passion for business. Smith, 63, grew up in Martinsville, Virginia, just across the North Carolina border from Mount Airy and the Triad. He was only five years old

when his father passed away, leaving his mother to raise him and a brother. Prior to joining US Wind, Smith was “integral in ensuring that the MGM National Harbor Hotel & Casino not only met but exceeded Maryland’s Minority Business Enterprise (MBE) requirements, has also worked on the Woodrow Wilson Bridge project and the 2020, Black Farmers Cooperative,” according to information provided by US Wind. Professor Ulysses Taylor, Interim Dean of the Broadwell College of Business and Economics, also has high praise for Smith. “I have known Maynard Smith for quite a few years as a friend and colleague,” says Professor Taylor. “Maynard’s success comes from his entrepreneurial history (and spirit) of providing various services to meet market demands. His ability to engage diverse stakeholders stems from his understanding and appreciation of an inclusive workforce.”

Giving back to his community is also important to Maynard Smith, who volunteers on several boards, including the Family Justice Center and Progressive Life Center of Prince George’s County, Maryland, and Visit Baltimore, the city’s tourism and convention organization.

He is active in the Fayetteville State University D.C. Alumni Chapter. He is also an advisor for the CIAA Men’s and Women’s Basketball Tournament, which is slated for Feb. 21-26, 2022, in Baltimore. “It’s going to be an exciting time,” he says. Smith praises his high school principal and an FSU alumnus, James Rountree, with taking him as a senior under his wing and arranging a visit to the campus. Smith was immediately smitten. Smith praises his high school principal and an FSU alumnus, James Rountree, with taking him as a senior under his wing and arranging a visit to the campus. Smith was immediately smitten.

Our Students.

Rana Alam: Registered Nurse at Cape Fear Valley Medical System

Rai-jhan Davis: Project Analyst, HCL Technologies

Benny Huie: Associate Analyst at Infosys

Stefanee Jessee: Cloud & Digital Consultant at PwC

Sherika Jenkins: Hired at The Department of Homeland Security

Johnnie Moore: Analyst at Deloitte Consulting LLP

Rohini Sivamani: Client service Delivery Manager at IBM, Mental Health Advocate

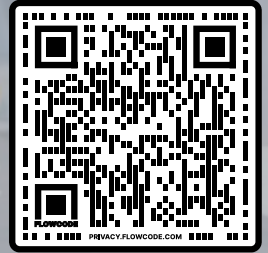
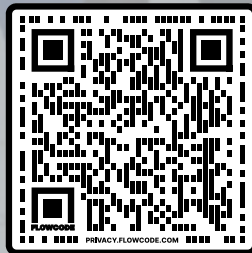
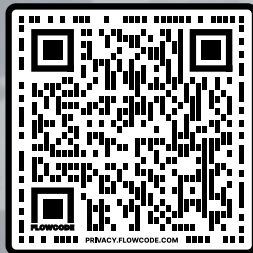
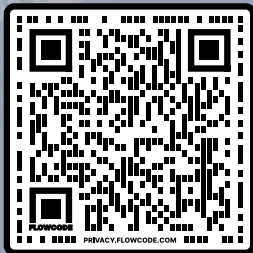
Christopher White: Consultant at Tesla



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