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**FAYETTEVILLE**  
**STATE UNIVERSITY**<sup>TM</sup>  
**BROADWELL**  
**COLLEGE OF BUSINESS AND ECONOMICS**

MARCH - APRIL 2019

*To our dear students,*

*This publication is the 2019 inaugural issue that celebrates you and your accomplishments throughout your collegiate career.*

*The Broadwell College of Business and Economics wants you to know that we are proud of you and we are excited for your future endeavors. Thank you for sharing your information with us to celebrate your accomplishments. We encourage you to continue to keep in contact with us to remain up to date with your progress and successes!*

*If you have any questions or concerns in regards to the publication, please contact Ms. Maria Taro at [mtaro@uncfsu.edu](mailto:mtaro@uncfsu.edu) or 910.672.1593. For any general BCBE inquiries, please contact Ms. Tamri Graves at [tgraves3@uncfsu.edu](mailto:tgraves3@uncfsu.edu) or 910.672.1335.*

*Again, thank you and best wishes to your future endeavors.*

*Dr. J. Lee Brown  
Interim Dean  
Broadwell College of  
Business and Economics*



# I am PROUD to be. . .

*Heather Vivian,*

an MBA student at the Broadwell College of Business and Economics at Fayetteville State University (BCBE FSU). I have been a busy bee this semester. I've been involved in the preparation for different business competitions -- HBCU Battle of the Brains, NASA MITTIC, and Rice University Business Plan Competition. In March, I saw the completion of all my hard work and stress come together in a two-week marathon of work, networking, and fun in the state of Texas.

My first competition was the Historically Black Colleges and Universities or HBCU Battle of the Brains in Austin, Texas during the South-by-Southwest festival. It is a 24-hour challenge to develop a business plan and solution involving augmented or virtual reality. The team must have a technical solution to showcase and a complete business plan. Having participated last year in FSU's first appearance at the HBCU Battle of the Brains, I was more than excited to get back and showcase my school's talent. This year's case studies were from the lead sponsor of the event, the National Football League. Joining a team of five other incredibly talented students, I co-captained my team to the finals. We were not selected for one of the top three places; however, my team was more than happy to place in the top seven in the competition.

At the conclusion of the HBCU Battle of the Brains, I drove three hours south to Houston, Texas to join my second team at National Aeronautics and Space Administration or NASA's Johnson Space Center. The MUREP Innovation and Technology Transfer or MITTIC competition is for minority serving institutions across the U. S., and in their first year 10 teams competed. This competition started last Fall when the team had to find a way to commercialize a previously or currently used NASA Internet Protocol (IP). There were 20+ IP's for the team to choose from. Our team chose the IP that is currently in use on the International Space Station to filter water. We modified the IP to be used in four separate industries, and we also had to detect viral and bacterial contaminants. The device could be used to stop the spread of infections in hospitals or detect food contamination before it reaches consumers. Our team was very excited to get to participate in the poster competition and present our idea to a panel of judges. We were extremely happy with our presentation and efforts. Although we were not selected for the one first place prize, I was presented an individual award for my business presentation.

"It is always an exciting time to get to represent our school, whether we place or not. Knowing our school and students are getting recognition around the U. S. is a great honor."



# Tyler Adams,

a junior student majoring in Business Administration with a concentration in management and minoring in philosophy.

I am originally from Antigo, Wisconsin and enlisted in the Army in 2011. In the spring of 2016, I was honorably discharged and enrolled to begin my education at Fayetteville State University (FSU) for the fall semester of 2016.

My time at FSU has exposed me to a multitude of educators that have continually piqued my academic curiosity and have strived to ensure academic fulfillment. One of the most recent examples was when Professor Burcu Adivar proposed trying to solve an optimization problem involving drones in disaster areas to Daniel “Dan” Rundell, and Dan requested me as a partner.

After overcoming many obstacles Dan and I were able to create a working model that solved the optimization problem and we wrote an academic article that was submitted to the Southeast Decision Science Institute (SEDSI). In February, we attended the SEDSI conference in Savannah, Georgia and presented our article. At the end of the conference our hard work was rewarded with an award for having the 2nd best undergraduate submission.

Then in March, I was honored with the opportunity to attend the 2019 HBCU Battle of the Brains competition in Austin, Texas. Daniel Rundell, Tuhin Dasgupta, Ahriana Edwards, Sogand Tayebinaz, Heather Vivian, and I created a business plan to solve a current NFL business problem in a 24-hour period. We were one of seven teams out of 25 that made the finals and presented our solution to a panel of executive judges. While in Austin we were also able to attend South-by-Southwest and network with many influential companies and executives.

Thanks to FSU I have been afforded the opportunity to push myself, to meet scholars from around the globe, and to pursue academic excellence.



# *Giinna Proffitt,*

finishing up the last semester of a masters in business administration (MBA) program at the Broadwell College of Business and Economics at Fayetteville State University (BCBE FSU) with a specialization in International Business. I was born in Bogota, Colombia, where I earned a law degree and worked as an attorney for the Colombian Agricultural Bank. I moved to Saint Petersburg, Russia to study Russian language. I was lucky enough to meet my (now) husband in Russia, and at the end of the program I moved to the U. S. with him. I've been living in the U. S. for seven years, and in 2016, I became a naturalized U. S. citizen.

When I came to the United States, I wanted to make a career change, so I began working in the insurance industry, and decided to simultaneously pursue an MBA. In my first year, I was able to take International Accounting with BCBE's Accounting Professor Robert McGee. Taking that class was inspirational for me. I am extremely fortunate that Dr. McGee was teaching it, as he helped me realize how passionate I am about international relations and cultural understanding. That class at FSU taught me just how important understanding and intellectual curiosity are in terms of fostering collaboration, building stronger relationships, and developing the flexibility to work within the construct of international accounting standards. Last year, with the support of FSU and along with two of my classmates, we competed in the Financial Services Professionals Industry Issues 2018, where we won 4th place. The competition was held on a cruise to Key West and Cozumel.

Last summer, I had the opportunity to study at Fudan University on a scholarship from FSU. The Summer Session 2018 Program in Shanghai, China was an incredible experience, and if it weren't for all the help and assistance I received from Ms. Deborah Vasquez of FSU, I wouldn't have had that opportunity. I attended the program for five weeks, and I was able to take International Trade, and topics in Developmental Economics (as well as several other courses such as Chinese language, calligraphy, and Kung-Fu), which were both excellent classes for my specialization in International Business.

I am currently working as an account representative with Pam Herndon State Farm in Chapel Hill, NC. I'm licensed on all types of insurance in the state of North Carolina, and I hope to use my MBA from FSU to further my career!



# Daniel Rundell,

a senior at Fayetteville State University (FSU). I was a transfer student from Fayetteville Technical Community College. Currently, I have finished all requirements for a bachelor's degree in Business Administration with a concentration in management.

I was born in Albuquerque, NM and spent most of my formative years in Hillsboro, OR. I enlisted in the U.S. Army in 2008 and was honorably discharged in 2013.

The past two semesters have ignited an interest in data science for me. During the Fall 2018 semester Professor Burcu Adivar asked if I would be interested in attempting an optimization problem involving the use of drones for disaster response with a warning that it would be a very

challenging project. What followed was months of trying to learn a mathematical programming language, the Generalized Algebraic Modeling System or GAMS, and trying to think of a realistic approach to massive drone use for disaster response. I asked student Tyler Adams if he would be interested in partnering on this project and he jumped in with me head first. After a lot of learning, failed attempts, late nights, and persistence we finally had a break through and created a working model!

The next task was the most daunting of all, writing and submitting an academic article to the Southeast Decision Sciences Institute (SEDSI). We made the deadline which was at the end of 2018. After waiting for a few weeks, we found out we were invited to come present our paper in Savannah, GA during the 49th SEDSI Annual Conference. After a successful presentation, Tyler and I found we had won 2nd place for best undergraduate submission.

Next, we set our sights on attending the 2019 HBCU Battle of the Brains. Tyler Adams, Tuhin Dasgupta, Ahriana Edwards, Sogand Tayebinaz, Heather Vivian, and I traveled to Austin, TX and participated in a 24-hour session to develop a business plan for one of the National Football League's current business problems from scratch. We met Marshawn Lynch, running back for the Raiders, attended South-by-Southwest (SXSW), and visited several large companies where we were treated as honored guests. We were selected as finalists to present our business plan in the heart of the SXSW convention and were one of the 7 out of 25 schools that made it to presentations.

Currently, I am learning about the SAP S/4 HANA database from a managerial perspective. Anyone who is interested in taking this course should absolutely go for it. It is truly a game changer for anyone's career trajectory.

Were it not for Fayetteville State University I would never have been provided the opportunity to test myself, to travel and meet scholars from around the country, or to discover a passion for data science. A special Thank You to Drs. Burcu and Murat Adivar, whom I view as cherished mentors.



# MiKayla Raines,

a Fayetteville State University Bronco! I was always heavily involved with Fayetteville State University (FSU) from early childhood to beyond. Walking the campus daily confirmed my pride and ambition for FSU. I am proud to have graced the walkways while attending Cumberland International Early College High School. It was an honor to have significant roles in various events such as Graduation Commencement, Founder's Day, Convocation, and much more.

I am proud to have continued my academic journey at FSU in the pursuit of a Bachelor's Degree. My devotion to organizations like Bronco Women, Psi Chi National Honor Society, etc. on campus has given me the motivation to continue to help and serve others. I am proud to be the youngest graduate in FSU's history, graduating after just one year at the age of 18. I have been provided so many opportunities to thrive and be an inspiration to others. Being able to provide insight and guidance to others has been a guiding light in my Bronco Journey.

I decided to continue my education further and attend FSU in the pursuit of a master's degree in Business Administration. I have been actively working in the Annual Youth Entrepreneurship Day hosted by the beloved Broadwell College of Business and Economics. I never thought that having one class in the Business building as a senior in high school would lead me to becoming a graduate assistant in the Department. In addition, this also led me to become an active member in the Executive Council of the American Enterprise Institute in which FSU is the first and only Historically Black College and University to have an Executive Council. This then helped me come to realize that I could be doing even more. As a result, I became the youngest Miss Fayetteville State University Alumni and worked closer with fellow alumni of FSU. I am proud to also announce that I will be graduating this spring with my master's degree in Business Administration with a concentration in marketing along with a certificate in Spanish on May 10, 2019 at 10:00 a.m. in the Capel Arena.

All of the time that I have dedicated to Fayetteville State University will always make me continue to be Proud to Be a Bronco!



# William Rogers,

a senior, studying Business Administration with a concentration in management. I am currently working as a financial representative at Northwestern Mutual Financial Services Company, based out of Raleigh, North Carolina. In addition to working for the number 118 company on the Fortune 500 list, I have also been recognized as a Mary Ellen Pleasant Entrepreneur with The Whether, sponsored by the Bill & Melinda Gates Foundation. Working with this minority-owned tech company has granted me exclusive access to Clarity Assessment to further enable students finding their purpose in life, start doing work they would enjoy, and getting connected with various organizations.

I have many vocational aspirations for the future and believe that the true pursuit of success is a journey that should be enjoyed day by day. Enabling and cultivating the entrepreneurial mindset and spirit is a true passion of mine. My interests include speaking in public, mastering craft by studying business books, playing sports, implementing the philosophies of successful CEOs, playing the piano, and analyzing the growth patterns of many of today's most prominent companies.

During the Summer of 2018, I completed an internship with Thurgood Marshall College Fund, studied business development at the Perkins Entrepreneurship Training and Leadership

Development Institute, and also traveled to Washington, DC to speak to an entrepreneurship school about brand development, vocational mastery, and perseverance. Throughout my time here at FSU, I have also demonstrated tremendous leadership around campus and the community. I have served as president of the Society for the Advancement of Management (SAM) where I led the organization to win the second place title for Chapter of the Year. The other two students won regional and national student of the year in March of 2018 at the International Business Conference in Washington, DC.

I am currently serving as the president of the Fayetteville State Collegiate Chapter of Distributive Education Clubs of America or DECA. My mentor/advisor and I decided to transition away from SAM, towards DECA due to the increased opportunities for students and the organizational structure. I have also been involved in many other major projects on campus, such as: working as a peer career coach under Career Services, which led to a 64% increase in student attendance at the Spring Career Fair; interning as a co-host on the premier variety and talk show at the radio station on campus; serving as the face of the campus sustainability and recycling organization; competing and debating as a delegate for the model United Nations, being a peer leader and mentor with FSU Bronco Men. Also, I have been selected to be one of the programmers for the autonomous, programmable humanoid or NAO Robotics Project.

I am looking forward to a very bright future. I will always remember the students who have made me feel empowered, the mentors who have helped me grow as a professional, and the life lessons that have made me wise throughout my tenure as an undergraduate student. I am proud to be an FSU Bronco!!!





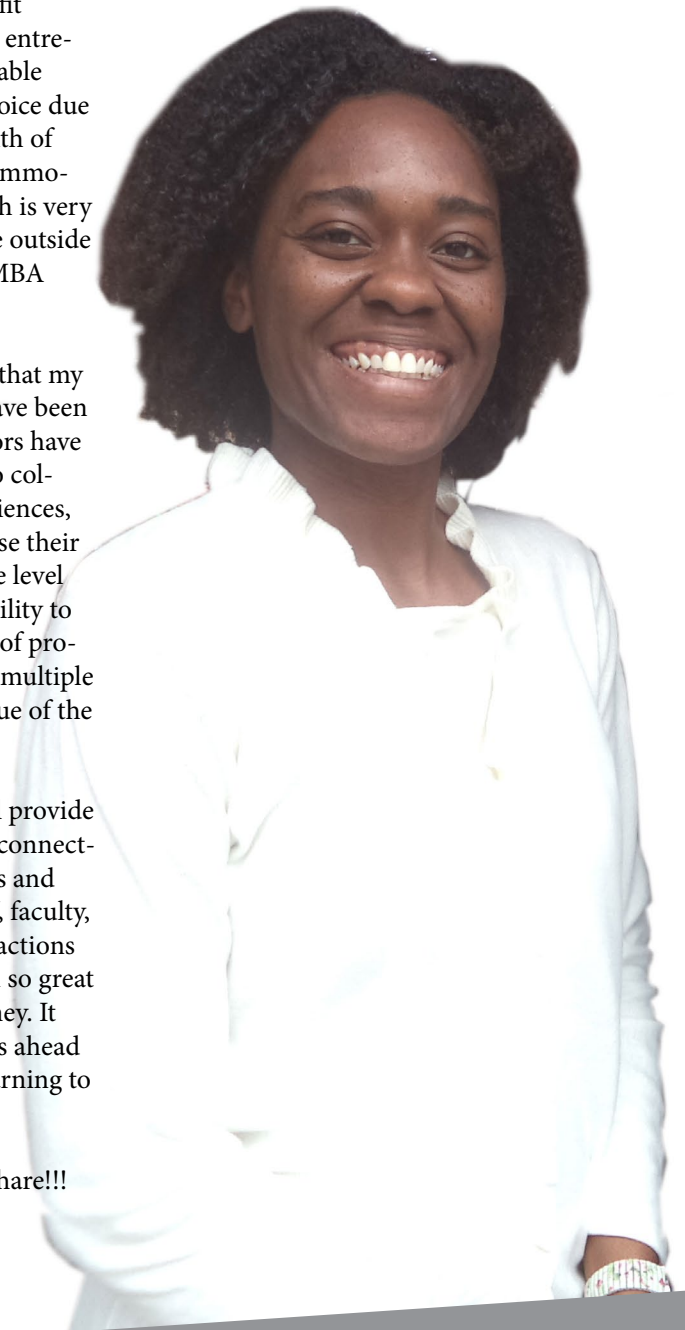
# Jocelyn Calip,

a master's degree in business administration online student at the Broadwell College of Business and Economics at Fayetteville State University (BCBE FSU). My hope to become proficient and professional in my non-profit business is why I decided to pursue an MBA, with a concentration in entrepreneurship. As I researched and weighed my options between reputable MBA programs in NC, FSU's program became the most favorable choice due primarily to its stellar line up of teaching faculty that bring such wealth of experience to the program, multiple specialty areas, flexible and accommodating course offerings, structure and degree completion times, which is very important for nontraditional students like myself that juggle multiple outside responsibilities, and the overall successful track record of its online MBA program.

As I am completing my first year in the program, I can definitely say that my experience thus far has been everything I had hoped it would be. I have been amazed at the extensive expertise and experience that all my professors have brought to the courses they have taught. It has also been a pleasure to collaborate with fellow students who have extensive work and life experiences, prestigious accomplishments, and great plans for how they want to use their MBA. This made me feel confident in FSU's MBA program due to the level of success it can reproduce from such awesome instructors and its ability to attract top students. It has been great to work with such a great team of professionals, both faculty and students, who are working extensively in multiple areas of their expertise outside of the classroom, proving the true value of the skills that are gained in the program.

I feel very confident that my matriculation through this program will provide me with the skills I need to be an innovative, proficient, responsible, connected and caring business professional. The spark of passion for business and community is something that is transferred and shared between staff, faculty, and students in this program as we have all collaborated. Those interactions are the spring board of success that I feel makes FSU's MBA program so great and I'm happy to have chosen FSU to continue my professional journey. It has been a great experience all around and I look forward to what lies ahead in the program and how I will continue to build on the skills I am learning to be the best business professional I can be.

Thank you FSU BCBE for the great opportunity to learn, grow, and share!!!





SAP Booth, Featuring SAP Technologies  
Information Session  
On the Spot Interviews  
Networking with SAP Employees



Analyst



Client Development



Cloud Development



Data Science



Human Resources



Marketing



Software Engineer



UX Design



SAPnext-gen

## SAP DAY College Tour Itinerary

April 23, 2019

11:00 am-12:00 (noon) : Information Session

12:00 (noon)-3:00 pm : Booth Time/Networking

3:00 pm-5:00 pm : On the Spot Interviews

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