

# Simmons School of Management MBA Update

*March 29, 2007*

*The mission of the Simmons School of Management is to educate women for power and principled leadership. We are committed to the advancement of knowledge and practice in management through excellence in education and research. Our academic programs offer rigorous, applied, management education designed for women. We focus on leadership, and our programs integrate the strategic, functional, and behavioral aspects of management. SOM students gain the knowledge, analytical skills, and confidence that they need to manage successfully in dynamic and global environments. We are invested in our students' success and support them as they launch, advance, and change their careers.*

**Headings marked in MAROON represent previously posted information; those marked in BLUE and with an asterisk represent new information.**

## MBA OFFICE UPDATES

### **\*NOTE FROM MARY D**

Two more weeks!! I am searching for a good NCAA basketball analogy for this week and centering my thoughts on the women's LSU team that has made it to the Final Four under much adversity with the sudden resignation of their coach at the end of the season for alleged inappropriate behavior. No one believed they could pull themselves together and get through it. Well, they have surprised everyone and in fact, are playing the best basketball of their season. MBA analogy for this week- Block out all the distractions and what everyone else says you can't and can do. Concentrate on the task at hand, take it one day, class, deliverable or exam at a time, give it your all, and you will be successful and come out believing that you gave it your all and it paid off!!

### **\*QUOTES OF THE WEEK**

"Leadership is not magnetic personality — that can just as well be a glib tongue. It is not 'making friends and influencing people' -- that is flattery. Leadership is lifting a person's vision to high sights, the raising of a person's performance to a higher standard, the building of a personality beyond its normal limitations." -- *Peter F. Drucker*

"Quality is never an accident; it is always the result of high intention, sincere effort, intelligent direction and skillful execution; it represents the wise choice of many" --*Unknown*

### **\*SUMMER REGISTRATION UPDATES**

\*A Marketing elective has been proposed for the Summer semester. See the description below. If you are interested in this course please email Paula by next Wednesday at [paula.donaldson@simmons.edu](mailto:paula.donaldson@simmons.edu)

## **Product Development: Using Customer Input to Facilitate Innovation**

Pre-requisite: GSM 425 Marketing

Rapidly evolving industries and markets have forced organizations of all sizes and types to engage in customer-focused research and innovation processes when developing and enhancing products and offerings. This course will focus on the practical and conceptual applications of these processes, which are used in creating and implementing product development and marketing strategies. The student will learn to execute a widely-used Voice of the Customer process to identify unmet customer needs and develop product concepts for use in market testing. The student also will study frameworks used to apply primary research findings in the product development process and will explore the challenges associated with fostering and pursuing innovation in a company. *2 credits*

We will need 13-15 students to stress interest in order to run the course so please let me know asap.

\*Non Profit Management and Advanced Finance were cancelled due to low enrollments.

\*Authentic Leadership, Financial Statement Analysis, Public Speaking, Consulting, Investments, Analytical Decision Making, and Entrepreneurship are all a go.

\*Courses still in limbo are: Triple Bottom Line, Strategic Performance Measures, CSR, Employment Law, and the new marketing elective. They are all hovering at 11 or 12 students.

### **\*SCHEDULE REMINDERS FOR THE WEEK OF MARCH 31-APRIL 7**

Marketing B class, Saturday, March 31, 1-4pm

No Entrepreneurship class on Saturday, March 31

International Student Meeting with Writing Center Director, Monday, April 2, 3pm

Day Student Track meeting, Tuesday, April 3, 12pm

M. Accounting Help Session for day class, Wednesday, April 4, 11:45-1pm

M. Accounting Help Session for evening class, Wednesday, April 4, 6-8pm

Negotiation Club lunch with Debbie Kolb, Thursday, April 5, 12pm

### **\*STUDENTS INVITED TO HEAR STUDENTS TALK ABOUT THEIR STUDY ABROAD EXPERIENCE IN INDIA**

18 of our undergraduate students went to India for 10 days as part of a study abroad program and will be talking about their trip and thoughts on leadership, cross cultural differences and their personal experiences that were transformative for them on April 5, 4:30-6:20, C101

### **\*EXTENDED HOURS AND ACCESS TO SOM BUILDINGS DURING FINALS**

Friday, April 6, 4:30-9:30pm

Saturday, 9-5pm

Sunday, 12-5pm

## \*SEMESTER BREAK ACCESS HOURS FOR STUDENTS

Monday closed for Patriot's day holiday  
Tuesday-Friday, 8:30-6:00pm  
Saturday, 9-5pm  
Sunday, closed

## \*BUILDING AND SHAPING THE FUTURE

Date: May 12, 2007

Time: 9:00AM - 3:00PM ET

Location: 409 Commonwealth Ave. and 451 Marlborough Street, Boston, Mass.

Contact: Stephanie Creary, [stephanie.creary@simmons.edu](mailto:stephanie.creary@simmons.edu)

Simmons School of Management (SOM) and MBA program student clubs Net Impact and Women of Color Club will be hosting "Building and Shaping the Future" in conjunction with the Scott/Ross Center for Community Service and Big Sister of Greater Boston on Saturday, May 12, 2007 at the Simmons School of Management, 409 Commonwealth Avenue and 451 Marlborough Street. This program is designed to empower women and girls in the Simmons and greater Boston communities to investigate and seek careers as principled business leaders.

For more Information please visit:  
[http://www.alumnet.simmons.edu/olc/pub/SNS/events/event\\_order.cgi?tmpl=events&event=2093364.0](http://www.alumnet.simmons.edu/olc/pub/SNS/events/event_order.cgi?tmpl=events&event=2093364.0)

## \*IT ALUMNAE LEADERSHIP SERIES, 2007

The MIT **Alumnae Leadership Series** brings together the efforts of AMITA's ongoing MIT women-centric events, the MIT Sloan Alumni Club of Boston's MIT Women in Business & Technology symposia, and the MIT Alumni Association sponsored MIT Women's Leadership Conference (<http://alum.mit.edu/wlc>)

The series will touch on relevant topics challenging our alumnae base as well as the broader communities in which they serve. The topics in 2007 will tie into **career management** providing a framework for thinking about and growing one's career across a spectrum of opportunities:

- **Summer/May 24, 2007 – Negotiating for what you want – improving women's ability on and off the job.**
- **Fall/September 2007 – Spotlight on Women's Research in the MIT Community.** Connecting MIT students and alumnae to the Institute and entrepreneurial opportunities. Additional sponsors, The Enterprise Forum and the MIT UROP office.

For more information and to register for these events, please go to: <http://alum.mit.edu/wl>. Special series pricing available!

## **\*NEXT YEAR'S ACADEMIC CALENDAR**

Please note this is the academic calendar begins with August 2007 and goes until August 2008.

### **MBA Academic Calendar 2007 – 2008**

Notes: In the academic year 2007-2008, classes will run Columbus Day, and Martin Luther King, Jr. Day in the evening program. Classes cancelled due to weather related events will be made up on Friday nights and/or Saturdays when possible.

#### **First Term**

August 25, August 27, 29, 31	Foundations Classes for New Evening Students
August 27-31	Foundations Classes for New Day Students
September 5	Classes begin for returning students
November 21-23	Thanksgiving Holiday Break
December 14	Classes End

#### **Second Term**

January 2, 3, 5, 7	Foundations Classes for New Evening Students
January 7	Classes begin for returning students
February 18-19	Spring Break for Evening Program
February 18-22	Spring Break for Day Program
April 18	Semester Ends
April 21-April 25	Semester Break

#### **Third Term**

April 28	Classes Start
May 26	Memorial Day
July 3-7	Independence Day Holiday
August 6	Classes End
August 8	Graduation 2008

## **\*A SURVEY ON PANIFICIO RESTAURANT & CAFÉ FOR SOM MARKETING TEAM**

This is a survey for one of the Marketing teams that is working on creating a plan for the Panificio Restaurant and Cafe on Mass. Ave., one that is close to school and that you may have seen. Please take a few minutes to fill out the survey at the below link, as that will help the team to identify some key issues about the cafe and to improve the quality of the cafe for you as a customer.

Here is the link to the survey: <http://www.zoomerang.com/survey.zgi?p=WEB226B72HGMNR>

Thank you very much for your input.

## **SDM REGISTRATION FOR SUMMER**

All students who have not yet registered for GSM 426 Strategic Decision Making are strongly encouraged to do so by end of day next Tuesday, March 27. Failure to do so will prevent you from receiving important email notifications containing the required pre-work assignments and rigid deadlines for this course.

## **SHORT TERM PROJECT FOR MBA STUDENT INTERESTED IN MARKETING**

The marketing department at Simmons School of Management is looking for a student to assist with a high profile web project that will be implemented during the Spring/Summer. The goal of the project is to develop individual web pages for each faculty member at the SOM. We are seeking an individual with strong writing and project management skills. Knowledge of web marketing a plus. \$20 an hour and scope will be defined with Kerri Brophy, SOM Director of Marketing and Strategy. Send emails directly to Kerri at [kerri.brophy@simmons.edu](mailto:kerri.brophy@simmons.edu) by March 30.

## **WANT TO BE A PRINCIPLES LEADER IN YOUR OWN HOME?**

For a great daily email which gives tips on how each of us can be a little "greener" each day, go to <http://www.idealbite.com/dailytip/signup.php>. Did you know that we would need 5.4 planets to support the world's population if everyone lived as Americans do. But there's hope. The time is ripe for creating a more sustainable world through simple changes in habits by people like us. Like most people, you probably lack the time and tools to make green-shopping decisions. There're simply not enough hours in the day as it is, never mind having to learn about which products are environmentally friendly — and which aren't. We can help. The Ideal Bite provides insight and inspiration, level-headed advice, and cool tools to take action for people like you -- who aspire to align their everyday actions with their personal values.

## **GUEST SPEAKER AT SOM!! ALL CURRENT STUDENTS ARE WELCOME TO ATTEND**

(Required Attendance for All Students in Marketing Management 425B)

Saturday, March 31

2:30 - 4:00pm (If you are not a student in the class, please arrive promptly by 2:30pm)

Case Room 2 - Mockler Building

PAULA A. SNEED

Former Executive Vice President, Global Marketing Resources & Initiatives Kraft Foods Inc.

Paula A. Sneed, Simmons Trustee and Simmons College alumna, has recently retired as Executive Vice President, Global Marketing Resources & Initiatives for Kraft Foods Inc. She was named to this position in June 2005. She was responsible for worldwide leadership and oversight of Marketing Resources functions including Consumer Insights & Strategy, Media, Advertising, Digital and Consumer Relationship Marketing, Packaging and Brand Design, Consumer Promotions, Marketing Alliances, Kitchens, Consumer Relations, and other marketing disciplines for more than 100 major food brands.

Sneed joined General Foods Corporation (which later merged with Kraft Foods) in 1977 as an Assistant Product Manager. In 1980 she became a Product Manager in the Main Meals Division and then Category Manager for the Desserts Division in 1983. Three years later, she was appointed to Vice President of Consumer Affairs. In August 1990, Sneed became Senior Vice President of the company's Foodservice Division and one year later, Sneed was named Executive Vice President and General Manager of the Desserts Division. In January 1995, she became Kraft Foods Senior Vice President of Marketing Services.

She was named to the additional post of Chief Marketing Officer in May 1999, where she was responsible for delivering world-class marketing across all of Kraft's marketing disciplines — approximately \$1.5 billion in spending annually. In September 1999, Sneed was named Executive Vice President, Kraft Foods and President, E-Commerce, helping develop and set the strategy for the company's newly created Division. She became Group Vice President, Kraft Foods North America and President, eCommerce and Marketing Services in 2000. In January 2004, Sneed was named Senior Vice President of Global Marketing Resources.

Sneed is a trustee of Simmons College, Teach for America and the Chicago Children's Museum, and Director of Airgas Inc. and Charles Schwab Corporation. She is also a member of the Executive Leadership Council and The Chicago Network. Sneed earned her BA from Simmons College and her MBA from the Harvard Graduate School of Business. She has also received an Honorary Doctorate of Business Administration from Johnson & Wales University.

### **LEADERSHIP CONFERENCE EMAIL**

An email was sent out yesterday to all Conference volunteers. If you did not receive this email and you are planning to volunteer at the Conference please contact Ali at [ahcorvino@comcast.net](mailto:ahcorvino@comcast.net) as soon as possible.

### **REFER AN APPLICANT AND WE WILL WAIVE THE \$75 APPLICATION FEE**

The SOM admissions team is pleased to report an increased number of applicant referrals from SOM students and thanks you immensely for your support. When you make a referral, by our May 1<sup>st</sup>, 2007 priority deadline, we will waive the application fee. Be sure the applicant references *your* name on the application form so that we may thank you!

### **INVITE A PROSPECTIVE STUDENT TO ATTEND THE APRIL 26<sup>TH</sup> INFO SESSION OR SCHEDULE AN INFORMATIONAL INTERVIEW**

The SOM admissions team is eager to meet with prospective students to tell them about the benefits of a Simmons MBA. In the event that a prospective student is unable to attend any one of the SOM's monthly Info Sessions, they are encouraged to schedule an informational interview in person or by phone with the Admissions Office as a next step in their MBA research. Informational interviews are typically scheduled Monday through Friday 8:30am-4:30pm, but can be arranged before or after work for their convenience. To sign up for an interview, please contact the admissions team at [somadm@simmons.edu](mailto:somadm@simmons.edu) or by telephone at 617.521.3840.

### **STUDENT HIGHLIGHTS**

Stephanie Creary auditioned and was selected to represent graduate students during the presidential inauguration ceremonies next Saturday.

## CAREER SERVICES UPDATES

### \*OUTSIDE NETWORKING & CAREER EVENTS

Note: Contact Lisa Toby [lisa.toby@simmons.edu](mailto:lisa.toby@simmons.edu) in Career Services for financial assistance opportunities with admittance fees to career events. Please visit [Career Connect](#) (<https://www.myinterfase.com/simmons/student/home.aspx>) for additional event happenings in the upcoming months.

- \* 3rd Annual Retail and Luxury Goods Conference – Harvard Business School
- \* NSHMBA
- \* Environmental Business Council, New England Inc.
- \* MIT Sloan CIO Symposium

### EVENT DETAILS

#### **3rd Annual Retail and Luxury Goods Conference**

Sunday April 1<sup>st</sup> 2007, 8:00am – 3:30pm, Harvard Business School, Cambridge MA

The conference will feature distinguished business leaders from leading luxury and retail brands such as Neiman Marcus, Ralph Lauren, Ferragamo, J. Crew, Lacoste, Bill Blass, L'Oreal, TJX, Conde Nast, and many more!

[Click here for more information and to register](#)

<http://www.studentclubs.hbs.edu/lgdb/conference/default.html>

#### **National Society of Hispanic MBA's**

Career Fair and Networking Sessions - *Thursday April 12<sup>th</sup>*

For questions regarding this event, contact: Luis Gondelles

To register for this event, [Click Here: http://boston.nshmba.org/calendar.asp?id=3445](http://boston.nshmba.org/calendar.asp?id=3445)

#### **Environmental Business Council - 2nd Annual Environmental Career Fair**

Friday, April 13, 2007 - 10:00 AM - 4:00PM - Lenox Hotel, 710 Boylston St, Boston, MA 02116

Registration deadline: April 6, 2007, 5:00 p.m. No registrations at the door.

The Environmental Business Council (EBC) is organizing the EBC Second Annual Environmental Career Fair to provide environmental and energy companies, businesses, government agencies and non-profits with the opportunity to highlight **job and internship openings** to qualified candidates from colleges and universities throughout the region.

Please click here for more details:

[http://www.ebcne.org/index.php?id=77&no\\_cache=1&tx\\_ciceventscaendar\\_pi1%5bcaldatets%5d=1175400000&tx\\_ciceventscaendar\\_pi1%5bdaylistts%5d=1176436800&tx\\_ciceventscaendar\\_pi1%5bsinuid%5d=195&cHash=3b34bed920](http://www.ebcne.org/index.php?id=77&no_cache=1&tx_ciceventscaendar_pi1%5bcaldatets%5d=1175400000&tx_ciceventscaendar_pi1%5bdaylistts%5d=1176436800&tx_ciceventscaendar_pi1%5bsinuid%5d=195&cHash=3b34bed920)

## **MIT Sloan CIO Symposium**

Join our community of Technology Thought Leaders and Decision-Makers. This year's theme: **“Networks for Competitive Advantage: People, Partners and Processes”**

**Time:** 8:00 a.m. - 7:00 p.m.

**Date:** May 17, 2007

**Place:** MIT Campus (Boston) - Kresge Auditorium

**Price:** Membership Pricing. Register by April 1 - \$195.

**Contact:** E-mail [Katie.Manty@sloan.mit.edu](mailto:Katie.Manty@sloan.mit.edu) with questions.

*Register at:* [www.mitcio.com](http://www.mitcio.com)

## **\*RECENT JOB POSTINGS – VISIT CAREER CONNECT**

- Marketing Programs Manager – Pyramid Research
- Senior Financial Analyst – Pioneer Investments
- Business Accountant/Executive – AIR Worldwide
- Business Systems Analyst - PTC

As a reminder, please keep your Career Connect profile up to date. If you forgot your username and password, please contact [julie.barenholtz@simmons.edu](mailto:julie.barenholtz@simmons.edu) or 617.521.3857. Please do not re-register yourself as past information about you will be lost. Any questions about Career Connect? Please do not hesitate to contact Julie.

## **\*PARTNERSHIPS AND NEW TOOLS**

Please visit the [Career Connect](https://www.myinterfase.com/simmons/student/home.aspx) (<https://www.myinterfase.com/simmons/student/home.aspx>) resource library for details about SOM partnerships and new tools.

## **\*INTERESTING CAREER ARTICLES**

### **Put Negative Resume Feedback to Work**

Were you gung ho to receive a resume critique but are now faced with a seemingly insurmountable list of suggested changes? If you're feeling overwhelmed, follow these tips to get your resume on track.

For tips please click the link below:

[http://content.monster.com/articles/3477/18613/1/home.aspx?WT.mc\\_n=MNL000307](http://content.monster.com/articles/3477/18613/1/home.aspx?WT.mc_n=MNL000307)

## **Learn about how an informational interview should be an integral part of your networking and job-hunting plan**

For a comprehensive guide for informational interviews please follow link below:

[http://www.quintcareers.com/informational\\_interviewing.html](http://www.quintcareers.com/informational_interviewing.html)

### **SOM LIBRARY UPDATES**

#### **\*RECOMMENDED READING FROM THE LIBRARY**

The SOM Library celebrates Women's History Month with a new display of books about women. Some of the titles include: Bold Women, Big Ideas: Learning to Play the High-Risk Entrepreneurial Game, Women of Wine: The Rise of Women in the Global Wine Industry and She Wins, You Win: The Most Important Rule Every Businesswoman Needs to Know. Come check it out!

Also, we are displaying quotes by famous women as well as "famous firsts" in women's history.

Take a look at the "NAFE Top 30 Companies for Executive Women" and the "NAFE Top 5 Nonprofits for Women" in the most recent issue of NAFE Magazine.

### **STUDENT ACTIVITY UPDATES**

#### **\*END OF THE SEMSTER PARTY**

Attn: MBA Students, Faculty and Staff...

The End of the Semester MBA Student Party will be held from 3-7 p.m. on Thursday, April 12 at The Pour House Bar and Grill located at 907 Boylston Street in Boston. <http://www.pourhouseboston.com/> Free Appetizers, Cash Bar. 21+.

Sponsored by: Social Club, Women of Color Club, Early Bird Club, Marketing Club, Negotiation Club, Healthcare Club and Net Impact.

Please RSVP no later than Tuesday, April 3 to [creary@simmons.edu](mailto:creary@simmons.edu). US Drivers license or Foreign Passport only for admittance.

#### **\*CLASS GIFT COMMITTEE MEETING**

Tuesday, April 3rd  
1 pm ~ Caserom 2

Join us! The Class Gift Chairs will be hosting a brief meeting after our day track meeting on Tuesday

afternoon. We will answer any questions about the Class Gift, chat about the role of Committee members and start to discuss any ideas you might have about events and the gift itself. Questions? Check out the Graduation folder in WebCT or contact Stephanie, Mandy or Tanja - [creary@simmons.edu](mailto:creary@simmons.edu), [mandy.osborne@simmons.edu](mailto:mandy.osborne@simmons.edu), [tawalter@comcast.net](mailto:tawalter@comcast.net), [sarah.weiner@gmail.com](mailto:sarah.weiner@gmail.com)

### **NET IMPACT SURVEY**

Please take a few minutes of your time to fill out this very important survey! Last year Simmons ranked #2 for overall rating on our commitment to Net Impact (social and environmental causes). We are super proud of this achievement and want to maintain our standing.

The survey is at <http://www.surveymonkey.com/s.asp?u=551123437325>  
You have until April 20th and every vote counts!

Thanks for your support.  
The Simmons Chapter of Net Impact