



# Lead In: Strategic Proposal

22 March, 2021

# Gabelli School of Business at Fordham

- Business education at Fordham has a colorful history dating back to a winter's day more than 90 years ago.
- The business school grew over time, adding a three-year certificate program in 1922 and a Bachelor of Science degree program in 1926.
- Fordham confirmed its place on the business-education map in 1939, when the school joined the prestigious American Association of Collegiate Schools of Business and was awarded a chapter of its honor society for outstanding business students, Beta Gamma Sigma.
- Fordham established itself as a provider of graduate business education in 1969, with the launch of its first master's degree programs.
- Gabelli entered the non-profit space in 2015 with an MS in Non-Profit Leadership jointly delivered with the School of Social Service.
- In 2016 we launched our PhD and Doctor of Professional Studies programs.



*Nearly a 100 years of business education experience in NYC ; a testament to the sheer amount of time Fordham has considered it a priority to educate students for the halls of commerce.*

# Gabelli School of Business at Fordham

- Since 2010 we carry the name Gabelli School of Business which is the result of the generosity of Mario Gabelli and his wife Regina Pitaro.
- Today Gabelli School ranks highly nationwide in *U.S. News* for undergraduate & master's study while enjoying an equally rigorous Executive Education program.



## ***What distinguishes the Gabelli School of Business at Fordham?***

***As the only Jesuit business school in New York City, is our commitment to “leadership with purpose”: conducting business that generates profit while benefiting others.***

For more information, visit <http://www.fordham.edu/business>

# Gabelli School Custom Executive Education



**Cultivate strong partnerships which enable high impact results via custom education.**



**Co-design and deliver learning initiatives that develop professional perspective; strengthen leadership and management effectiveness & drive innovation and growth.**



**Leverage our faculty's research-based insights, technical knowledge & global business experience.**



**Partnering with the C-suite and Senior Executives For program design and development.**



**Responsive and Flexible program design which meets specific needs and objectives. Programs can also be delivered at one of our three very diverse campuses in and near New York City as well as at other locations globally.**

# Gabelli School Design Principles



Customized Executive Programs are designed in collaboration with our “Learning Partners”. The learning requirements are based on individual development needs as well as Business Impact

## Benefits of Partnering with Gabelli School of Business:

- Access to learning from a leading global faculty at a highly ranked American business school.
- Practical with actual practitioners and experienced, expert faculty.
- Practical learning that is research and experience-based.
- Tools, methodologies and techniques for immediate implementation in leadership.
- A participatory group environment guided by Gabelli School expert faculty with years of experience.
- Networking with peers, professors, university staff and facilitators.

# Impact through Custom Executive Education

## Think

- Like a CEO, entrepreneur, or general manager.

## Process

- Diverse business and industry information to diagnose strategic issues, evaluate strategic alternatives, and formulate a coherent and actionable strategic plan.

## Discover

- Strategic management tools and frameworks, and apply them to real business contexts.

## Understand

- How managers coordinate different functional areas, resources, and systems inside a company and align them with the external environment to enhance overall performance.

## Learn

- How organizations create, capture, and maintain value, and how it is fundamental for sustainable competitive advantage. Learn the tools leaders use to analyze both competition and cooperation from a variety of perspectives, including the industry level (analysis) and the firm level (business models and strategic positioning).

# Program Highlights

- In attending the *Strategic Leadership* and / or Women Leadership programs, you will have the unique opportunity of learning from senior executives and expert faculty.
- Accessible both virtually as well as face-to-face (on campus).
- Programs can be accommodated as per organizations' / participants' requirements.
- Additionally: Relevant organizations are just outside the classroom where you will find more Fortune 500 companies per square kilometer than anywhere in the world.
- Your experience will be crowned by the absolute relevance of visiting and studying in what is perhaps the most poignant and exciting city in the world: New York City!



# Program Design: Strategic Leadership

Day 1	Day 2	Day 3	Day 4	Day 5
<p><b>8:45</b> <i>Welcome</i></p> <p><b>9:00 - 10:50</b> <i>Economic Outlook – Global and Regional</i></p> <p><b>10:50 - 11:10</b> <i>Morning Break</i></p> <p><b>11:10 - 13:00</b> <i>Corporate Leadership</i></p>	<p><b>9:00-10:50</b> <i>Personal Leadership</i></p> <p><b>10:50-11:10</b> <i>Morning Break</i></p> <p><b>11:10 - 13:00</b> <i>ESG – Gateway to Sustainable Business</i></p>	<p><b>9:00-10:50</b> <i>Strategy Formulation</i></p> <p><b>10:50-11:10</b> <i>Morning Break</i></p> <p><b>11:10-13:00</b> <i>Negotiations</i></p>	<p><b>9:00-10:50</b> <i>Scenario Planning</i></p> <p><b>10:50-11:10</b> <i>Morning Break</i></p> <p><b>11:10-13:00</b> <i>Decision Making</i></p>	<p><b>9:00-10:50</b> <i>Implementing Strategy</i></p> <p><b>10:50-11:10</b> <i>Morning Break</i></p> <p><b>11:10-13:00</b> <i>Leading Strategic Growth</i></p>
<b>13:00 – 14:00 - Lunch</b>	<b>13:00 – 14:00 - Lunch</b>	<b>13:00 – 14:00 - Lunch</b>	<b>13:00 – 14:00 - Lunch</b>	<b>13:00 – 14:00 – Farewell Lunch &amp; Certificates</b>
<p><b>15:00 - 18:00</b></p> <p><i>JAZZ @ LINCOLN CENTER</i></p> <p><i>Leadership &amp; Teamwork through Jazz Workshop</i></p>	<p><b>15:00 - 18:00</b></p> <p><i>Centre for Social Innovation Incubator</i></p> <p><i>Start-Up Incubator Focuses on Innovation for Social Benefit</i></p>	<p><b>15:00 - 18:00</b></p> <p><i>USTA (Tennis)/Amazon</i></p> <p><i>Private Organizations</i></p>	<p><b>15:00 - 18:00</b></p> <p><i>NYSE/UN/West Point</i></p> <p><i>Public Organizations</i></p>	<p><i>End of Program</i></p>



# Methodologies & Learning Outcomes

## Methodologies

- Live simulation on core strategic topics (competition, cooperation, technology, innovation management).
- Case Study Sessions.
- Break out Team Discussions.
- Interactive lectures by experienced faculty.
- Organizational visits to meet and discuss corporate strategy with diverse senior practitioners. \*

## Learning Outcomes

- Reimagine and advance your strategic leadership skills.
- Enhance your ability to develop and execute strategy.
- Tools, methodologies and techniques for immediate implementation as a strategic leader.
- Improve your business acumen by gaining a more sophisticated understanding of how to stand out from the rest.
- Hone your critical-thinking and decision-making abilities.
- Better understand nuances of Negotiations.

\* Note: Delivery methods can be altered as necessary for virtual learning.

# BIOGRAPHICAL PROFILES OF KEY FACULTY TEAM

# Michael Cheah

- Professor Cheah is a Clinical Associate Professor – Finance, at Gabelli.
- He received his bachelor's degree in business administration from the National University of Singapore and a master of science degree in management from London Business School, where he was a Sloan Fellow and an MAS postgraduate scholarship recipient. He is also a Chartered Financial Analyst and a certified Financial Risk Manager.
- Professor Cheah previously taught Global Finance and Macroeconomics at New York University, where he was senior adviser for the private sector concentration.
- He has more than 30 years of market experience. Until recently, he was the executive vice president of Capital Position, one of the financial industry's premier positioning, growth strategy, and global marketing firms. Before that, he worked as the senior vice president and senior portfolio manager responsible for all investment-grade fixed income portfolios at AIG SunAmerica Asset Management Corp.
- He also spent 17 years at the Monetary Authority of Singapore (MAS), where he was the head of the U.S. Bond Division, Markets, and Investment Department, and chief representative of the New York office. His responsibilities at MAS included managing foreign-exchange reserves and overseeing external relationships with financial and government institutions in the United States.



# Navid Asgari

- Navid Asgari joined the Gabelli School of Business in 2014 as an assistant professor of management systems. He teaches courses on corporate strategy.
- He obtained his PhD from NUS Business School, National University of Singapore. His primary area of research includes alliances and technological discontinuities, particularly in the context of the biopharmaceutical industry. His secondary areas of interest include organizational design and institutionalism.
- He was the finalist for the TIM Best Dissertation Award of the Academy of Management in 2015 and the winner of the Strategic Management Society's SRF Dissertation Funding Award in 2012.



# Dr. Robert Hurley



- Dr. Hurley has earned national attention for his expertise in the areas of effective leadership and management. He has been teaching, consulting and writing on these topics for more than 20 years, focusing particularly on the value of trust in business. Dr. Hurley was named one of the top 100 thought leaders on trust in 2012, and The Washington Post selected his book, *The Decision to Trust: How Leaders Create High-Trust Organizations*, as one of the best leadership books of 2011. Dr. Hurley established and continues to lead Fordham's Consortium for Trustworthy Organizations.
- Dr. Hurley's work on innovation, market orientation and trust has been translated into many languages and is widely cited by global scholars. He has published academic research in the Harvard Business Review, Oxford University Press, California Management Review, Journal of Marketing and Decision Sciences, The Wall Street Journal and Financial Times as well as on MSNBC, CNBC and TheStreet.com.
- Dr. Hurley has more than two decades of experience teaching in executive programs where his lectures on trust, leadership styles, emotional intelligence, self-management and managing change receive top ratings. He has taught extensively around the world.
- Dr. Hurley was a successful executive in marketing and brand management at General Foods, where he had general management responsibility for some of the company's flagship brands. He has worked as an organizational consultant at W. Warner Burke Associates and as a general management consultant at the Wharton Entrepreneurial Center at the University of Pennsylvania. These experiences built upon his early-career CPA positions at Ernst and Whiney and Arthur Andersen.
- Dr. Hurley's work focuses on trust-building, leadership and team development, coaching, facilitating strategic planning, managing transformational change, and developing and implementing strategies to maximize customer value. He has worked in countries such as Argentina, Poland, South Africa, and has experience with organizations such as the U.S. defense and treasury departments, NASA, Avon, IBM, Herrick Feinstein LLP, Mercedes Benz, Ingersoll Rand, Merck, Raytheon, The Home Depot, CIT Financial, Citibank, Merrill Lynch, UBS, The Nature Conservancy, BAE Systems, AIG, First Tennessee Bank, General Electric, QuikTrip Convenience Stores, State Farm Insurance, Kraft Foods and Kinko's. Dr. Hurley holds a BS from Fordham, an MBA from the Wharton School and a doctorate from Columbia University.

# Program Design: Women Leadership

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# Methodologies & Learning Outcomes

## Methodologies

- The topics covered are not specific only to women, rather these topics are taught with the nuance of a woman's perspective.
- Case Study Sessions.
- Participatory exercises & games which will include classroom and group work.
- Interactive lectures by experienced an faculty (mostly women), who will have their unique perspectives as professors and as women.
- Organizational visits to meet and discuss corporate strategy with diverse senior practitioners. \*

## Learning Outcomes

- Reimagine and advance your leadership skills and confidence as a woman leader.
- Enhance your professional influence as a leader.
- Improve your business acumen by gaining a more sophisticated understanding of how to stand out from the rest.
- Learn to more deeply appreciate the organizational finance process.
- Hone your critical-thinking and decision-making abilities.
- Better understand nuances of Negotiations and Emotional Intelligence.

\* Note: Delivery methods can be altered as necessary for virtual learning.

# Biographical Profiles of Key Faculty Team



# Dr. Julita Haber

- Dr. Julita Haber is a clinical assistant professor of management systems, at the Gabelli School of Business.
- Dr. Haber has lived and studied in 03 continents. After leaving her native Poland, she received an undergraduate degree in computer science from New York University, followed by a master's degree in management from Boston University's and a doctoral degree in business administration from TUI University. Traveling to about 50 world nations has enabled Dr. Haber to develop a culturally diversified perspective that heightens her students' global exposure.
- Her research interests lie in organizational behavior, focusing on impressions of competency, competency pressures, and emotions of [in]competency at the workplace.
- A City University of New York research grant recipient, Dr. Haber coined and published a new research team of "competency labor" in management and recently published two new studies. She regularly attends and presents at top scholarly management conferences in the United States and was nominated twice as best reviewer.
- She has **20 years of business and management-consulting experience**. At Deloitte and PwC, her work involved operations, strategy, financial services, and information technology across the pharmaceutical, biotech, healthcare, nonprofit, insurance, banking, telecommunication, transport, distribution, and services industries in the United States and the Middle East. Her clients included Prudential, MetLife, Novartis, Macy's, Bank Leumi, Bezek, Egged, Elite, and Staten Island Hospital. She also was a training and development specialist and a strategy manager at New York-Presbyterian Hospital.
- Dr. Haber uses innovative pedagogical teaching methods. She developed a fitness-integrated learning approach that engages students in physical exercise when learning in class. She helps students to cement newly learned management concepts by role-playing real-life workplace scenarios. Her "Act on Your Research" contest encourages both students and faculty to share research findings through brief story-like videos.



# Barbara Porco

- Barbara Porco is the director of financial and budgetary development for the provost's office at Fordham University and a member of the accounting faculty for more than 20 years, receiving Fordham's prestigious Bene Merenti Medal in 2008 for two decades of service.
- Dr. Porco is a licensed certified public accountant and fraud examiner. She is also certified in financial forensics in New York state.
- Her professional experience includes work as an audit supervisor and senior tax manager in the financial service group of PricewaterhouseCoopers (C&L Legacy) and as its director of personal financial planning. She is presently a consultant and educator to an array of domestic and international banks, financial services organizations, hospitals, regulatory agencies and Big Four accounting firms.
- In 2006, Dr. Porco was appointed a master professor and presently oversees the development and training of the audit intern program for one of the world's largest accounting firms. During the 2010 spring semester, Dr. Porco participated in a faculty rotation in the forensic practice for KPMG and co-authored a chapter for one of the firm's books, *Managing the Risk of Fraud and Misconduct: Meeting the Challenges of a Global, Regulated and Digital Environment*.
- Dr. Porco is a member of AICPA, the American Accounting Association, the New York State Societies of CPAs, Beta Alpha Psi, Beta Gamma Sigma and the Association of Certified Fraud Examiners. She is a six-time recipient of Who's Who Among American Teachers honors, won Fordham's Teacher of the Year Award several times and was inducted into its Teacher Hall of Fame, and received the NACE Excellence in Teaching Award. She also received the National Outstanding Faculty Award from Beta Alpha Psi for KPMG's Ethical Compass.
- Dr. Porco serves as president of the Northeast steering committee for the American Accounting Association. She belongs to the Economic Club of New York and is a founding member of the KPMG Educators Advisory Board. She also is treasurer and a board member of Union Hospital, an affiliate of St. Barnabas, and a member of the advisory committee for Community Mutual Savings Bank.



# Dr. Bozena L. Mierzejewska



- Bozena I. Mierzejewska is an assistant professor of communications and media management at the Gabelli School of Business. She holds an MA in economics from Warsaw School of Economics in Poland and a PhD in management from the University of St. Gallen in Switzerland.
- Dr. Mierzejewska's research and teaching focuses on media management and digitization, and its impact on media organizations and media workers. She is a recipient of the 2010 Sherman Teaching Award and the post-doctoral Marie Curie Fellowship.
- She presently is the editor of JMM – The International Journal on Media Management, one of the leading academic publications in this area. She also serves on the editorial boards of the Journal of Media Economics, the Central European Journal of Communication and The International Journal on the Book.
- Prior to joining Fordham, Dr. Mierzejewska taught and researched at the Media Management and Transformation Center, Jönköping International Business School, Sweden; and the Institute for Media and Communications Management, University of St. Gallen, Switzerland. She has been a guest speaker and visiting professor at various institutions including Jagiellonian University in Krakow, Poland, and Zurich University, Switzerland. She is an accomplished speaker and conference host and a devoted educator.