



Springing Ahead to the Spring Semester!



We've got lots of news to share about the upcoming spring 2009 semester, including new courses, a new faculty member, and what you've all been waiting for— our spring course schedule! We also have important registration and internship deadlines, as well as news about our popular business plan competition.

Be in the CLE loop - read on to get the scoop!

Restructured E&M Course

The structure of 660.302 Corporate Finance has been revised to better educate our students about this important topic. There is so much to learn that the material cannot be covered in one class, so we have decided to split the course into two separate new classes.

Beginning in the spring semester, 660.302 will no longer be offered. It will be replaced by 660.300 Managerial Finance, and 660.401 Advanced Corporate Finance.

Managerial Finance will cover about the first 80% of the Corporate Finance class, and about 20% of other new material.

Advanced Corporate Finance will cover about the last 20% of the Corporate Finance class, and about 80% additional material.

Students are not required to take both courses. See below for more information about the new classes.

Another New E&M Course

660.300 (S) Managerial Finance

Developed and taught by Sr. Lecturer Larry Aronhime, this course is designed to familiarize the student with the basic concepts and techniques of financial management practice. The course begins with a review of accounting, securities markets, and the finance function. The course then moves to discussion of financial planning, financial statement analysis, time value of money, interest rates and bond valuation, stock valuation, and concludes with capital budgeting and project analysis. A combination of classroom discussions, problem sets, and case studies will be used.

Please note: this course is not open to students who have already taken 660.302 Corporate Finance.

Offered spring 2009, MWF 10-10:50am

New E&M Course

Students and employers alike recognize the value gained through business courses focusing on current hot topics, and CLE responds - we are offering a new course in the Business & Finance category:

660.321 (W) Managing Social Enterprises

Developed and taught by Dr. Eric Rice, this course focuses on preparing students to engage in and lead social enterprises as we explore the options for realizing social entrepreneurship initiatives. Using a combination of lecture, case study and project work, we investigate the non-profit environment with emphasis on its culture and role in society, particular management challenges, options for dealing with finances, relationships within communities, and methods for building constituencies. Additionally, we address critical issues such as measures of success, scale, replication and failure.

Offered spring 2009, Tuesdays 3-5:45

A Third New E&M Course

660.401 (S) Advanced Corporate Finance

Developed and taught by part-time Lecturer Jack Powell, the advanced course in corporate finance is designed to provide the upper level business student with a background in the more complex applications of financial management practice. A primary objective of the course is to complete the student's preparation for financial sector employment and/or graduate business education. A combination of classroom instruction, problem solution and business case analysis is used to address the topics of portfolio construction and risk analysis, real asset valuation theory, business valuation theory, capital structure, corporate payout policy, treasury management, long-term financing strategies, international finance, merger and acquisition analysis and derivatives analysis.

Offered spring 2009, M 6:15-9pm

<http://web.jhu.edu/leadership>



Spring Internship Deadlines

Visit <http://web.jhu.edu/leadership>
for details and an application

APPLICATION DEADLINES

Need help finding an internship: **November 17th**

Already found an internship: **February 2nd**

Reminder: The application process must be completed, even if you found an internship on your own; sponsorship is not guaranteed.

CLE Students in the News

E&M minor and head of new business development for Hopkins Student Enterprises, Lucas Kelly-Clyne is featured in the November 3rd issue of The JHU Gazette. He explains how and why he developed the business plan for "Save the Future," a Hopkins-based financial literacy tutoring program for Baltimore City high school students.

Luke recruited fellow E&M minors Andrew Xiao, Sameer Bhalla, Andrew Boudreau and Riaz Virani to join him as tutors. They each volunteer one night per week to help teach the students about important personal finance topics that are very relevant in the lives of teens.

To read the Gazette article, click [here](#).



Thanksgiving

The CLE office will be closed on Thursday, November 27 and Friday, November 28 for the Thanksgiving holiday.

We wish you safe travels, yummy food, and lots of fun with family and friends!



Revised E&M Minor Checklist

Due to the addition of the three new E&M courses featured on page one, the E&M Minor Checklist will be revised to include these courses.

Managerial Finance and Advanced Corporate Finance will be included in the "Business and Finance" area. Managing Social Enterprises will count towards the "Leadership and Organizational Behavior" area.

The revised checklist will be available on our website, and hardcopies will be available in our office shortly.

AMA Student Chapter

Cassie Wilcox and Emily LiMandri are starting the first American Marketing Association undergraduate student chapter on the JHU campus!

Leslie Kendrick, our full-time lecturer who teaches marketing, will be the faculty advisor for this student-run organization.

Here are just a few of the benefits student members will receive:

- a 1-year subscription to *Marketing News*, the official AMA publication
- a low tuition rate and special hotel rates for the annual student AMA conference (in New Orleans this year)
- the ability to compete against other colleges in national case and other competitions (showcased at the annual conference)
- special student discount rates for the Baltimore AMA Chapter dinner meetings
- access to the AMA national job/internship bank
- the ability to network with marketers of all functional areas who speak to our organization
- opportunity to run for Chapter leadership positions during elections this February: president, vice president, Membership v.p., treasurer, programming v.p., and communications v.p.

The annual student membership fee is \$47. For an AMA application form, or more information, please email Cassie Wilcox at: cwilcox6@jhu.edu.

<http://web.jhu.edu/leadership>



Spring 2009 PCP Course Schedule - Just Announced



#	Section	Title	Day/Time	Professor
661.110	Sec. 1	Technical Communication	MW 1:30-2:45	Sheff
661.110	Sec. 2	Technical Communication	TTh 12-1:15	Sheff
661.110	Sec. 3	Technical Communication	MW 1:30-2:45	Manus
661.110	Sec. 4	Technical Communication	MW 3-4:15	Manus
661.110	Sec. 5	Technical Communication	M 6:15-9	Vohr
661.110	Sec. 6	Technical Communication	T 3-5:45	Porosky
661.120	Sec. 1	Business Communication	W 3-5:45	Porosky
661.120	Sec. 2	Business Communication	W 6:15-9	Porosky
661.150	Sec. 1	Oral Presentations	M 3-5:45	Dungey
661.150	Sec. 2	Oral Presentations	M 6:15-9	Dungey
661.150	Sec. 3	Oral Presentations	Th 1:30-4:15	Kulanko
661.150	Sec. 4	Oral Presentations	Th 5-7:45	Kulanko
661.150	Sec. 5	Oral Presentations	T 3-5:45	Reiser
661.150	Sec. 6	Oral Presentations	W 3-5:45	Reiser
661.315	Sec. 1	Adv Communication and Rhetoric for Engineers	TTh 9-10:15	Sheff
661.315	Sec. 2	Adv Communication and Rhetoric for Engineers	TTh 10:30-11:45	Rice
661.610	Sec. 1	Research Writing	W 7-9:45	Reiser

New Faculty Member

CLE extends a warm welcome to new part-time faculty member Emily Manus. She will be teaching two sections of Technical Communication next semester.



Emily Manus' career path has led her from working as a paralegal for a Boston law firm to becoming the credit manager in a small sporting goods company. She has also worked as a grant writer and as a composition instructor for non-native speakers and undergraduate engineering students at the University of Maryland.

Over the last four years she has been teaching writing for business and industry and a variety of other writing, literature, and honors courses at Towson University. She holds a B.A. in English from Williams College and an M.F.A. in Writing from the University of Maryland, College Park.

Registration Reminders

Registration will be in class order, starting at 7:00 a.m. during the schedule listed below:

Register for Spring 2009 through Sunday, December 7 without a late registration fee!

Seniors: Monday, November 17 - Sunday, December 7

Juniors: Wednesday, November 19 - Sunday, Dec. 7

Sophomores: Friday, November 21 - Sunday, Dec. 7

Freshmen: Monday, November 24 - Sunday, Dec. 7

Please note the following new online access dates:

Online Schedule Adjustment: December 8 – January 25

Online Add/Drop for spring 2009: January 26 – February 6

Our courses always fill-up fast, so register early!!



Spring 2009 E&M Course Schedule - Just Announced



#	section	Title	Day/Time	Professor
660.102	Sec. 1	Personal Finance	TTh 1:30-2:45	Leps
660.102	Sec. 2	Personal Finance	T 6:15-9	Ritter
660.102	Sec. 3	Personal Finance	M 3-5:45	Powell
660.105	Lecture	Introduction to Business	MWF 12-12:50	Aronhime
660.105	Sec. 1	Introduction to Business	Th 1:30-2:20	Aronhime
660.105	Sec. 2	Introduction to Business	Th 1:30-2:20	Aronhime
660.105	Sec. 3	Introduction to Business	Th 3-3:50	Aronhime
660.105	Sec. 4	Introduction to Business	Th 5-5:50	Aronhime
660.105	Sec. 5	Introduction to Business	Th 5-5:50	Aronhime
660.203	Sec. 1	Financial Accounting	TTh 12-1:15	Leps
660.203	Sec. 2	Financial Accounting	T 6:15-9	Kingsley
660.205	Sec. 1	Business Law I	M 6:15-9	Fisher
660.205	Sec. 2	Business Law I	T 6:15-9	Franceschini
660.205	Sec. 3	Business Law I	W 6:15-9	Sandhaus
660.206	Sec. 1	Business Law II	T 6:15-9	Fisher
660.220	Sec. 1	Principles of Management	M 6:15-9	Petrovici
660.220	Sec. 2	Principles of Management	W 6:15-9	Petrovici
660.231	Sec. 1	Case Studies in Business Ethics	M 6:15-9	Smylie
660.231	Sec. 2	Case Studies in Business Ethics	W 6:15-9	Franceschini
660.241		Information Technology Management	Th 1:30-4:15	Reiter
660.250	Sec. 1	Principles of Marketing	MW 12-1:15	Kendrick
660.250	Sec. 2	Principles of Marketing	T 3-5:45	Wills
660.300		Managerial Finance	MWF 10-10:50	Aronhime
660.304		Financial Statement Analysis	MW 12-1:15	Leps
660.305		Intellectual Property Law	M 6:15-9	Peros
660.306		Law and the Internet	T 6:15-9	Sandhaus
660.321		Managing Social Enterprises	T 3-5:45	Rice
660.332		Leadership Theory	MWF 12-12:50	Smedick
660.335		Negotiation and Conflict Management	M 3-5:45	Rice
660.350		Marketing Strategy	TTh 10:30-11:45	Kendrick
660.360		Small Business Management	MW 4:30-5:45	Petrovici
660.401		Advanced Corporate Finance	M 6:15-9	Powell
660.430		Creativity and Innovation	T 1:30-4:15	Raviv
660.450		Advertising and Promotion	TTh 12-1:15	Kendrick
660.465		Technology Commercialization	TTh 10:30-11:45	Aronhime

<http://web.jhu.edu/leadership>

Advertising Class Presents to Navy Brass

On October 28th, Professor Leslie Kendrick and five student-Managers from the spring Advertising & Promotion (660.450) class, designated HopComm, were flown, all-expense paid, to present their award-winning Health Professions Scholarship Program (HPSP) campaign to top Navy brass in Millington, TN, the headquarters for Navy recruitment marketing efforts.



This was their “prize” for the development, implementation and results of their semester-long integrated marketing campaign project targeting pre-meds—and judged to be the best among the seven universities entered in the Scholastic Achievement Award competition sponsored by EdVenture Partners.

Participating students included Event Manager, Stephanie Carr (now at Stanford Medical School); Market Research Manager, Cassie Wilcox; CEO, Dennis Ko; Advertising Manager, Eric Chung; and Budget Manager, Andrew Lenoir.

Students who have taken Principles of Marketing and are interested in an experiential class with opportunities to manage their peers, should consider taking this spring course. It will be offered TTh 12-1:15.



THE JOHNS HOPKINS UNIVERSITY BUSINESS PLAN COMPETITION

[WWW.JHUCOMPETITION.ORG]

The JHU Business Plan Competition provides an exciting opportunity for students to reap rewards by developing their ideas. First launched in the 1998-1999 academic year by the W.P. Carey Program in Entrepreneurship & Management, the competition was open to undergraduate students on the Homewood campus. It has grown significantly since its inception, and continues to expand as more students take an interest in business.

Now heading into its tenth year, the competition aims to be larger than ever before! Open for the first time to ALL full-time and part-time students, grads and undergrads, from ANY of the nine academic divisions of the University, as well as post-docs, the competition boasts **new categories** and **even more \$\$\$ to be won**.

The three competition categories are:

Biotechnology
General Business
Medical Devices & Technology

The following prizes will be given in each category:

First Place — \$5,000
Second Place — \$3,000
Third Place — \$1,000
Fourth Place — \$250
Fifth Place — \$250
Sixth Place — \$250

**FINAL VERSIONS OF BUSINESS PLANS ARE DUE BY
FRIDAY, FEBRUARY 20, 5pm**

Do you have news or an announcement that you would like featured in the CLE newsletter? Or any ideas, suggestions or comments about the newsletter?

Please contact Kristen Kelley at kkelley@jhu.edu or 410-516-7189.

<http://web.jhu.edu/leadership>

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