

Markanomics

Program Directors:

Alex Dillon '12

Culinary Arts, Business Administration

Thomas McDermott '12

Sports Management

Alex Dillon:

1. ***Why do you wish to propose and lead this particular program? What interests you about the program topic?***

I am proposing this program because I believe it will provide a great learning opportunity for me and the other program members. With how much the economy and market is changing and the influence it has on everyone I feel this program will help me better understand how it effects me and my major. I want to lead this program because I have had previous experience with marketing and the economy. My major, culinary arts, is also one that is heavily impacted by the changing economy and fluctuating markets.

2. ***What excites you about being a student program director? What are you nervous about as you think about stepping in to this role?***

I am very excited to be in the program and feel privileged to be the director. I am excited to live with people who all share a common interest with me. I am also very excited to be part of the first program pods at SNHU. Though with this I am also nervous that some of the program members may not understand the benefits that can come out of this program and because of this may not work to their potential.

3. ***What do you hope to learn in your role as a student leader in the Pod community?***

I hope to better my leadership skills of people and a program that I designed. I also hope to learn a great deal about how the economy affects my field of interest along with others, and understand how it works.

4. ***What expectations do you have for yourself and for the program if your proposal is accepted?***

I am hoping that by the end of this program I can fully understand how and why the economy and markets change. I hope to have a program full of people who all share the common interest of Markanomics, and are all eager to learn more about it. My expectations for this program is that it will excel dramatically, and that in the years following there are people who wish to follow our footsteps in this program, or can make their own after watching ours be a very successful one.

5. ***What other time commitments will you have next year outside of your regular course work?***

Next year I will be a newly elected senator of the Student Government Association. I will also be a part the club HOME, which I plan to run for VP, CAPE, and run for a position on the Culinary Students Association board. Though it comes off as a large work load I have always been able to organize my life well, and will, as always, keep my school work first.

Thomas McDermott:

1. ***Why do you wish to propose and lead this particular program? What interests you about the program topic?***

I am proposing this program because I think that it will be a great learning opportunity for me. I want to lead this particular program because the economy is struggling right now and it impacts all students. We will be learning about what particular industries have done to cause the recession and how other companies still find a way to be successful even at such difficult times.

2. ***What excites you about being a student program director? What are you nervous about as you think about stepping in to this role?***

I'm excited about being part of this program and find it an honor to be a program director. I think that being a program director will give me an opportunity to learn, but also to lead the other members into

trying something new here at Southern New Hampshire University. I am nervous that the program will not meet all of my expectations but the goal is to learn and that is something we will be accomplishing.

3. ***What do you hope to learn in your role as a student leader in the Pod community?***

I want to learn more about the economy but also things like the stock market. I want to learn about advertising and more about myself whether it is leadership skills or being able to communicate and work in a learning community. I want to take school one step farther than the class room and build a strong resume.

4. ***What expectations do you have for yourself and for the program if your proposal is accepted?***

My expectation for myself if this program is accepted is to lead my fellow program members into the first RLC at SNHU, and for it to be successful. My expectations for this program are to at least develop a group of students including myself and take college another step closer to the real world. This will be done by networking and building strong relationships with people in our fields. I believe that this program can really set aside the students participating and make them highly desirable by companies when they learn what they are doing, and the skill sets that the students are going to be learning. I am looking forward to working with the program participants in the fall and set a foundation for other future programs.

5. ***What other time commitments will you have next year outside of your regular course work?***

I plan on continuing to work for the school athletic department in some way and I am going to be a Resident Assistant in the fall. I also participate in two clubs, SNHU H.O.M.E., and C.A.P.E., here on campus.

Overview:

In this particular program, students will strive to understand the changing economy, while learning about the new trends shaping the changing market, and the many factors affecting the economy. The object of this program is to give students skill sets that are pertinent in the business world. The program will help students to recognize changing trends and predict the different directions markets take, while also covering the making of sound logical and ethical business decisions. The residential atmosphere that will be offered will provide those interested in this program with a friendly and constructive learning environment that will teach valuable skills in time management and working together as students, learning successful interpersonal skills and effective, efficient communication.

Strategic Plan:

The program that we are offering is going to benefit the University in multiple ways next year. One of the goals of the University is to improve the quality of programs and services. Even though Southern New Hampshire University is a large business school as of now it does not offer any other program like ours, we plan to change that. We are intending to boost the public image of the school by talking with alumni and local companies, while building and strengthening relationships with both. By talking to alumni we will both better our understanding of the business world after school, as well as show them that we as students are motivated in learning

about the world around us. We also hope to establish a relationship with Paxworld with help from our advisor.

Learning Objective 1:

Each Member will cultivate their particular interest, in hospitality, entertainment, retail, marketing, advertisement, etc. (1st Semester)

1. Each member will conduct, research and prepare a presentation every month explaining the trend of their particular topic and present it to the program members in order to educate others.
2. Perform research with the help of Shapiro Library, and current business publications.
3. Each member will be required to conduct an interview, attend a conference, a show/fair pertaining to their field, or shadow a professional a minimum of once that semester.
4. There will be guest speakers and presenters that will discuss their particular profession, and the ins and outs of what they do.
5. Members will be introduced to the stock market game. This will allow them to learn the concept of stock and bonds, by buying and selling stocks they have researched in their field.

Learning Objective 2:

Each member will pick a mainstream company and go into depth researching that particular company or business and discuss how external trends and internal trends are affecting that particular company or business. An example of this would be the “going green” for the automobile industry and how it is affecting the general direction of automotive companies. (2nd Semester)

1. Each Member will present a presentation to the group explaining what that particular company or business is tailoring to.
2. Each Member will discuss and highlight different trends that are affecting their particular company, and the market that it serves, in multiple discussions, to adequately cover their topic.
3. Each Member will form a conclusion of their company, and offer suggestions on how to help that particular company to better serve its individual markets, and stay with the rising trends.
4. Guest speakers, from the business community, will be invited to talk and teach members, discuss the rising trends and concerns of different markets, as well as the influence of the government in today’s business.
5. Each member will be required to conduct an interview, attend a conference, a show/fair pertaining to their field, or shadow a professional a minimum of once that semester.

Learning Objective 3:

Taking forth all the information that the members have accumulated and are continuing to learn, they will design a business plan. The business plan will be worked on by all members of the program. They will build the plan from ground up to a fully functional business plan, that could be implemented and stand up to criticism, as well as defended by sound thought and educated decisions. (Both Semesters)

1. Members will decide together and choose what business they would like to create, and plan. If choosing the topic becomes a point of contention the advisor will assist in choosing the final topic.
2. Members will have to work together, which will develop their interpersonal skills, and work on their communication.
3. As the business plan progresses all members will continue to educate and discuss the different aspects of their personal interests and combine them to make one plan.
4. There will be a final presentation that will be presented forth to interested faculty members. Will criticize and ask questions about different aspects of the plan to help students accept constructive criticism.

Planning Timeline

See attached Planning Timeline for a detailed schedule of program activities.

Budget Proposal:

Item:		Cost Per:	Total Cost:	Brief Description:
Seminar		\$100	\$600	This would cover the average cost of each program member attending the necessary: interview, conference, show/fair or shadow pertaining to their field
Business weekly			\$25	Bi-weekly Magazine subscription 27 issues
Wall Street Journal			\$100	Yearly Newspaper subscription
Fortune			\$20	Bi-weekly Magazine subscription 13 issues
Books		\$20.30	\$142	7 Modern Business Books
Gift Cards		\$15	\$45	3 gift certificates towards thanking speakers
Food		\$15	\$60	4 meals two per semester
Foodservice & Hospitality			\$52.70	17 Issues/ 12 Months
Budget Total:			\$1044.70	Further Budget Description attached

*One single 6 person Pod

Publicity:

We will write an article to the observer in hopes to publish different perspectives and thoughts that members learned about with insightful references. We will also look to hold debates and informational sessions in Walker Auditorium with local business leaders, as well as hold discussions with the student body about the different trends of the market/economy as well as major events happening in today's world. The program directors will also work closely with the Director's Office to design and implement publicity campaigns for other special events that are open to the public.

Special Facilities:

We would like to occasionally use Walker Auditorium to hold discussions as well as information sessions. We would also like to have card access to the Center of Financial Studies to be able to continue and pursue our studies in a center that caters to our needs and interests.

Housing:

We would like to have two 6-person co-ed eastside pods. We expect this to be a very popular program due to Southern New Hampshire University having an excellent business school, and many students have shown interest in the economic times.

Program Member recruitment:

So far we have just used a word of mouth advertisement for this program and have listed students we have spoken to and have shown interest in living and taking part, but if this program were to be accepted we would go to the advisors for business majors and ask them to share this program with students of theirs. We would also go about posting up flyers, as well as handing out brochures showing the benefits of this program as well as what individuals will be doing in such a program.

Program Advisors:

Professor Greg Randolph is currently in his second year as an assistant professor of economics at Southern New Hampshire University. He received his Ph.D. in economics at West Virginia University in 2007. Greg currently teaches introductory economic courses, public finance, and money and banking at the undergraduate level. He serves on the committee for the Faculty Center for Innovation and Excellence in Teaching. His primary research interest is in the field of public economics, focusing recently on direct democracy issues and interest group behavior.

Professor Eleanor Dunfey-Freiburger has many years of experience combining education, business and human rights; She has gained most of her significant learning from a world of dedicated people locally and globally. Her background is that of a generalist, a facilitator and, most importantly a teacher and mentor. She is a member of the Diversity Task force Initiative. She also is a member of the New Hampshire Businesses for Social Responsibility. She Initiated, Organized and Presented at the "Green

Justice: People and Environment Together,” and “Restoring America’s Moral Reputation in the World” as well as many others. Professor Dunfey-Freiburger has also published such things as In the Other Fellow's Shoes: Autobiographical Sketches, and also “Business Ethics Matters” newsletters. Currently she is an ethics professor at Southern New Hampshire University.