

NEWS

- **Innovation in Media Panel: Market Fragmentation, Explosion of Online Content Transform Media Business** Professor T. Ravichandran hosted a panel of industry experts for "[Understanding the Transformations in the Media Industry](#)." The forum explored issues facing the industry, including new technologies to create and distribute content, proliferation of choice, shifts in consumer attitudes and usage, and convergence of media formats. Panelists also discussed how revenue streams and cost structures of media organizations have changed, causing them to rethink their long-standing business models. [Read more](#). [Inside Rensselaer](#) article. View the full video [recording of the panel](#).
- **Lally Featured in Albany Business Review's Higher Education Supplement**. Dean Gautschi, Jean Howard, Professor Jonathan Story and Professor Frank Wright were quoted in articles outlining changes in business education in response to the current financial crisis. Click on article links to read more. "[Don't tell business schools about the recession today; they're investing in the future](#)" profiles Lally's financial engineering and entrepreneurship programs and student entrepreneur Brent Solina '11. **Higher Education: Sound Off** asked area professors, including Frank Wright: "[How has the recession and weak job market changed the discussion between business students and their professors?](#)" Professor Jonathan Story was one of several capital region professors commenting about ethics in: "[In post-Madoff era, a new focus on teaching business ethics](#)."
- **Conscious Capitalism: Lally students Sheldon Gay MBA '10, Madhura Deshpande MBA '11, and Mark Lyons MBA '11 attend MBA Oath Leadership Summit** In early November, students from 9 MBA programs met in New York City for the MBA Oath Leadership Summit. The [MBA Oath](#) was started by 2009 MBAs at Harvard Business School, and is open to any MBA graduate. The oath is a commitment to business as a profession with the responsibility to uphold high ethical standards. The Summit was designed to equip student leaders to build the Oath on their respective campuses. Schools represented included: Columbia, Duke-Fuqua, Harvard, MIT-Sloan, NYU-Stern, Rensselaer-Lally, Thunderbird, UNC-Kenan-Flager and Yale. Madhura reports: "The summit was a great experience! There were students from different business schools who shared common interests towards propagating the importance of business ethics. Such an initiative would send an important message to the world about how attitudes are changing at some of the most well-known MBA programs, and help us transform management as a trustworthy profession; especially after the global financial crisis of this past year that prompted the public and the press to question whether business schools are successfully executing their missions of educating leaders for society." More MBA Oath info: Reuters ("[Crisis Sparks Soul Searching at Business Schools](#),") *Business Week* ("[Harvard's MBA Oath has Gone Viral](#),") *The Economist* ("[Foreswearing Greed: A Hippocratic Oath for Managers](#),") and the *Financial Times* ("[New Chapter of MBAs Take Oath to Do Better](#)").
- **Army ROTC Cadet and Lally Student Jonathon Kohl '10 earns Top Marks in Leadership Development Course** Kohl was recognized as the top cadet in his unit based on his performance in the Leader Development and Assessment Course (LDAC) held on the Fort Lewis base in Tacoma, Wash. Each year, college students from around the world participate in the 29-day course, also known as Operation Warrior Forge, which is the Army ROTC's capstone training and assessment exercise. This summer, more than 5,700 Army ROTC cadets attended the course. Cadets at Warrior Forge are tested on their physical stamina, endurance, ability to navigate over difficult terrain, and their team-building and leadership skills. Being recognized as the top performer in a regiment is a significant achievement, and places the cadet among the top Army ROTC cadets in the nation. Kohl earned the honor of being the number one cadet in his regiment of 439 Army ROTC students based on his performance during training. Read more in [Inside Rensselaer](#).

CAREER NEWS

- **MBA/MS “Help Desk” for Job/Internship Interviews** Wednesdays and Fridays through December 4. Mock interviews for MBA/MS students to practice interview skills and receive feedback. Students must provide a copy of the target job description, cover letter for that job, company profile, and resume at least 48 hours in advance of interview. 30 minute sessions; by appointment only—sign-up in Pitts 3210. For more information, contact Sandy Gull at sandygull@gmail.com

UPCOMING EVENTS

- **December 1—“Personalized Medicine: Genomics + Data = Better Care at Lower Cost?”** 5:30-7 p.m., Biotech Auditorium Omid A. Moghadam, Personal Genomics Research, Harvard Medical School; Chair, National Development Board, Ignite Institute for Individual Health; Founder and former CEO, Dossia Corporation. Part of the *Biotechnology, Management & Entrepreneurship Series*. Two significant trends will be investigated: Genomics and Personalized Health Records. The future of personalized health records (PHR) combined with genomics offers the opportunity for specialized custom therapies and promises challenges for policy makers and physicians. However, radical changes in any established system mean abundant opportunity for new technologies and new business. Mr. Moghadam is Entrepreneur in Residence at the Severino Center at Lally. [Registration](#) required.
- **December 2—Mandarin Language Table Lunch**. Sa Lounge; 12 – 1:15 p.m. Lally students, faculty and staff who already have a basic knowledge of Mandarin are invited for conversation and complimentary lunch. RSVP to Enza Bove at bovee@rpi.edu . [Schedule info](#).
- **December 9-- SIG Breakfast "Green Building Innovations"** Hilton Garden Inn, Troy 7:30-9 a.m. Dr. Anna Dyson, Director, [Center for Architecture Science and Ecology](#) (CASE) and Associate Professor of Architecture. CASE is a collaboration between Rensselaer and [Skidmore, Owings & Merrill](#), a leading architectural firm. Dr. Dyson, a 2009 recipient of *Architect* Magazine's R+ D Awards for the revolutionary "[Active Phytoremediation Wall System](#)," will highlight recent advancements in clean energy and environmental systems for buildings. Under Dyson's guidance, CASE is pushing the boundaries of environmental performance in urban building systems. [Registration required](#). \$15/person; students free. Sponsors: Severino Interest Group (“SIG”) and the [Severino Center](#).

UPCOMING INTERNATIONAL EVENTS

- **December 17-20 Mumbai, India. Lally School Quantitative Finance Workshop** in collaboration with the Indira Gandhi Institute of Development Research and IIT Kanpur’s Industrial & Management Engineering Dept. [Registration](#) required. Contact [Dr. Aparna Gupta](#) for details.
- **January 16-18, 2010 IIT Kanpur, India. Annual Global Conference on Entrepreneurship and Technology Innovation 2010 (AGCETI)** A gathering of Entrepreneurship and Innovation academics and practitioners from across the globe. AGCETI 2010 is being held at IIT Kanpur in association with Lally/Rensselaer and the [National Entrepreneurship Network, India](#).

* **Happy Thanksgiving!** *