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Le Moyne Business Goes Global: Asia

Students Learn by Being There

By James E. Joseph

There are few places in the world more exciting to conduct business than Asia. A recent article in *Fortune* by Scott DeCarlo noted that the continent is home to more Global 500 companies than North America. Asia boasts 60 percent of the world's population, providing organizations with an incredible pool of talent and potential customers; innovation and collaboration abound; and the pace of change on the continent is almost unquantifiable. It is little wonder that DeCarlo referred in his article to the great eastward migration of business.

When the Madden School of Business at Le Moyne College launched its Madden Everywhere Tour (MET) in the summer of 2014, Asia was a crucial stop. The purpose of the MET is to prepare students to work across cultural and geographic boundaries, to forge connections with other Jesuit business schools around the world, and to promote the Madden School and its mission abroad. The Asia leg of the tour exceeded those goals as faculty members from the Madden School and I formed collaborations with prominent business, community, and university leaders.

The tour began in Chennai, on India's east coast, where my colleagues and I met with our counterparts at the Loyola Institute for Business Administration (LIBA). During the visit, we started a cooperative research program in information systems under the direction of Martha Grabowski, Ph.D., the McDevitt Chair in Information Systems at Le Moyne, and established a teaching collaboration and student exchange. In addition, nearly 60 students from LIBA's MBA program took a course from Fernando Diz, Ph.D., the M.J. Whitman Professor of Finance at Syracuse University, in modern security analysis.

Perhaps most meaningfully, we were joined in Chennai by Le Moyne computer science major Patrick Grimes '15, who took a course in investment banking that forever changed how he looks at business conducted globally. Grimes further enriched his experience by working at BNY Mellon's Chennai operation alongside members of the company's application security team and by opening his heart volunteering at a local orphanage. Grimes's experience was our test pilot for "Formation Abroad" – in which students study, work, and serve local communities in nations such as Brazil, India, China, or South Africa – a program we look forward to growing and expanding.

From Chennai, we headed west, to St. Aloysius College in Mangalore, India. There that I shared with 300 MBA students a detailed account of the turnaround of Oneida Ltd., where I served as chief executive officer before coming to Le Moyne. I also met with renowned ethicist Oswald Mascarenhas, S.J., chairman of MBA programs at St. Aloysius. Father Mascarenhas agreed to lend his expertise to today's emerging leaders by donating 20 cases he has written to the Global Jesuit Case Series (GJCS), a repository of business case studies housed at the Madden School; he also serves on the advisory board. Our trip to Mangalore culminated with a discussion about sending MBA students from St. Aloysius to Le Moyne for a series of liberal arts courses during the summer. These conversations will continue early this year.

The final two stops on this leg of the Madden Everywhere Tour – to Thailand and Hong Kong – were spearheaded by Le Moyne alumni. Doug Sheldon '69 helped to connect leaders at the Madden School to their

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counterparts in Thailand. His work laid the foundation for a formal agreement between the Madden School and Assumption University in Bangkok. As a result, Marissa Fernando, dean at Assumption, joined the GJCS advisory board and Doctor Diz returned to the university last summer to teach. Meanwhile, Sheldon's classmate, Michael Kwee '69, chairman of the PAMA Group Inc., arranged meetings in Hong Kong between Madden School representatives and global leaders in banking and transportation and the heads of various foundations to discuss their involvement in the case series. The former head of Harvard University's Asian Case Series, Michael Chen, Ph.D., joined the GJCS advisory board and attended its first meeting this past summer in Montevideo, Uruguay. Finally, the Madden School's connection with both Assumption and LIBA will be further cemented when Doctor Diz returns to Asia to teach again at the schools this month.

As educators, we must prepare our students to embrace both the challenges and opportunities associated with 21st century globalization. That is no small task. Throughout their careers, these future managers, presidents, and CEOs will have to negotiate myriad forces –

including technological advances, the free market, and the Internet – and think in ways that are reflective, adaptive, and emotionally intelligent. The Madden Everywhere Tour of Asia and the partnerships forged through it go a long way toward helping us achieve that goal. The continent is not just an incredible place to conduct business but also a fascinating place for our students to learn about it firsthand. ■



Top right; Le Moyne College and Assumption University's Graduate School signed a "Friendship & Cooperation" memorandum of understanding in Bangkok, Thailand. Above: The faculty and student body of the MBA program at St. Aloysius College in Mangalore, India, listen to Madden School of Business Dean Jim Joseph.