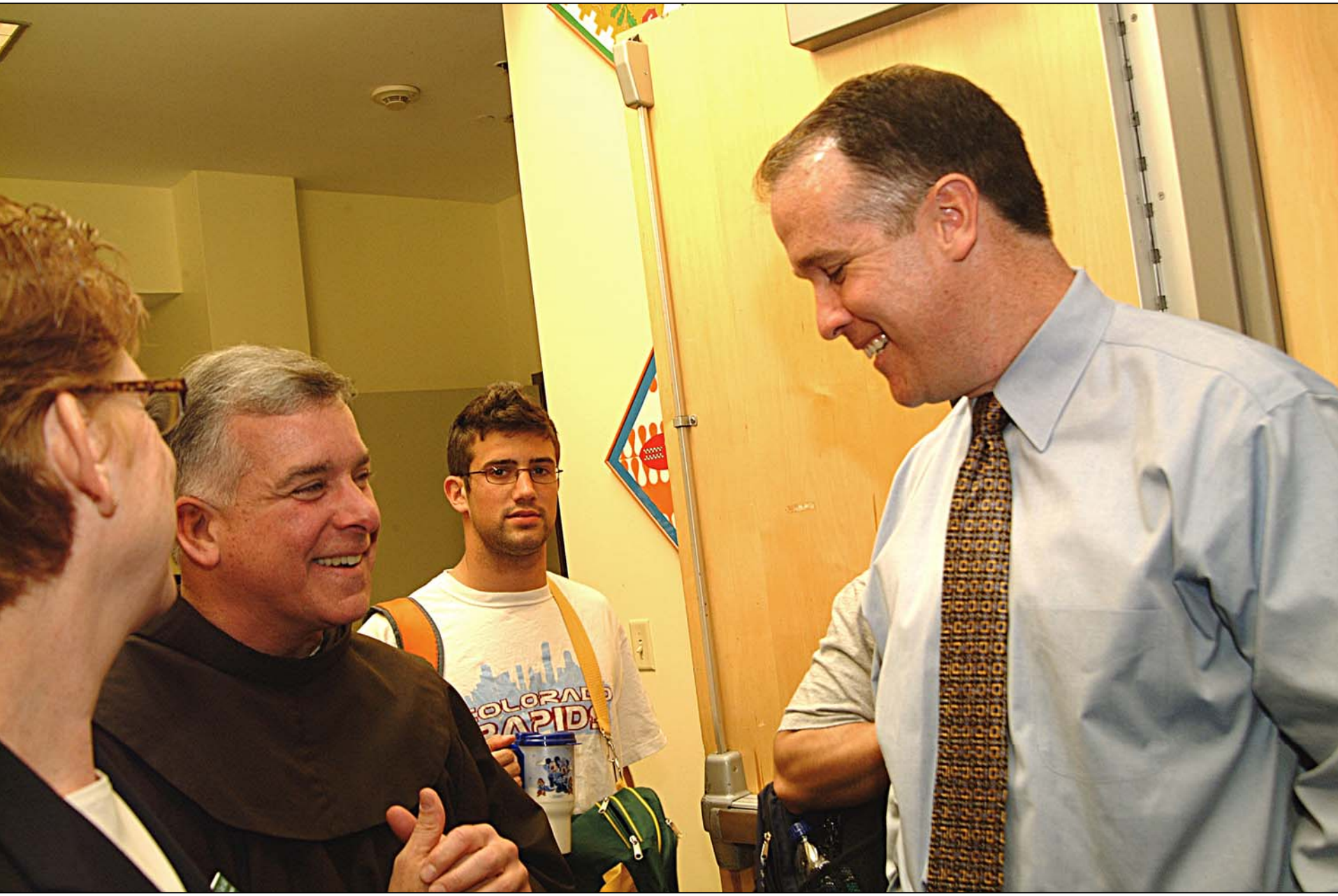
SCSCB 2008 In Pictures

Friday, April 18, 2008

3-5 PM

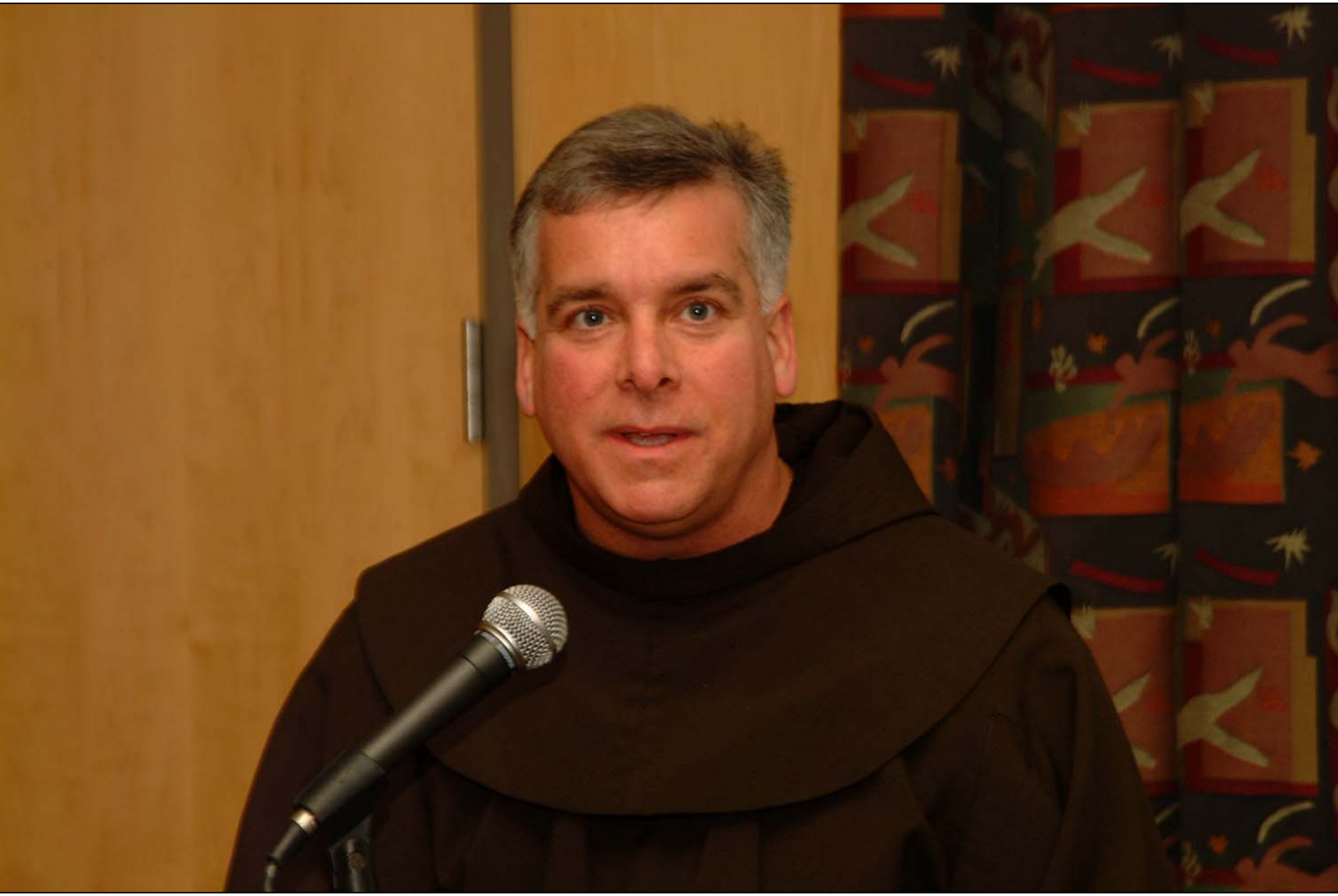
Keynote by Chris Baldwin

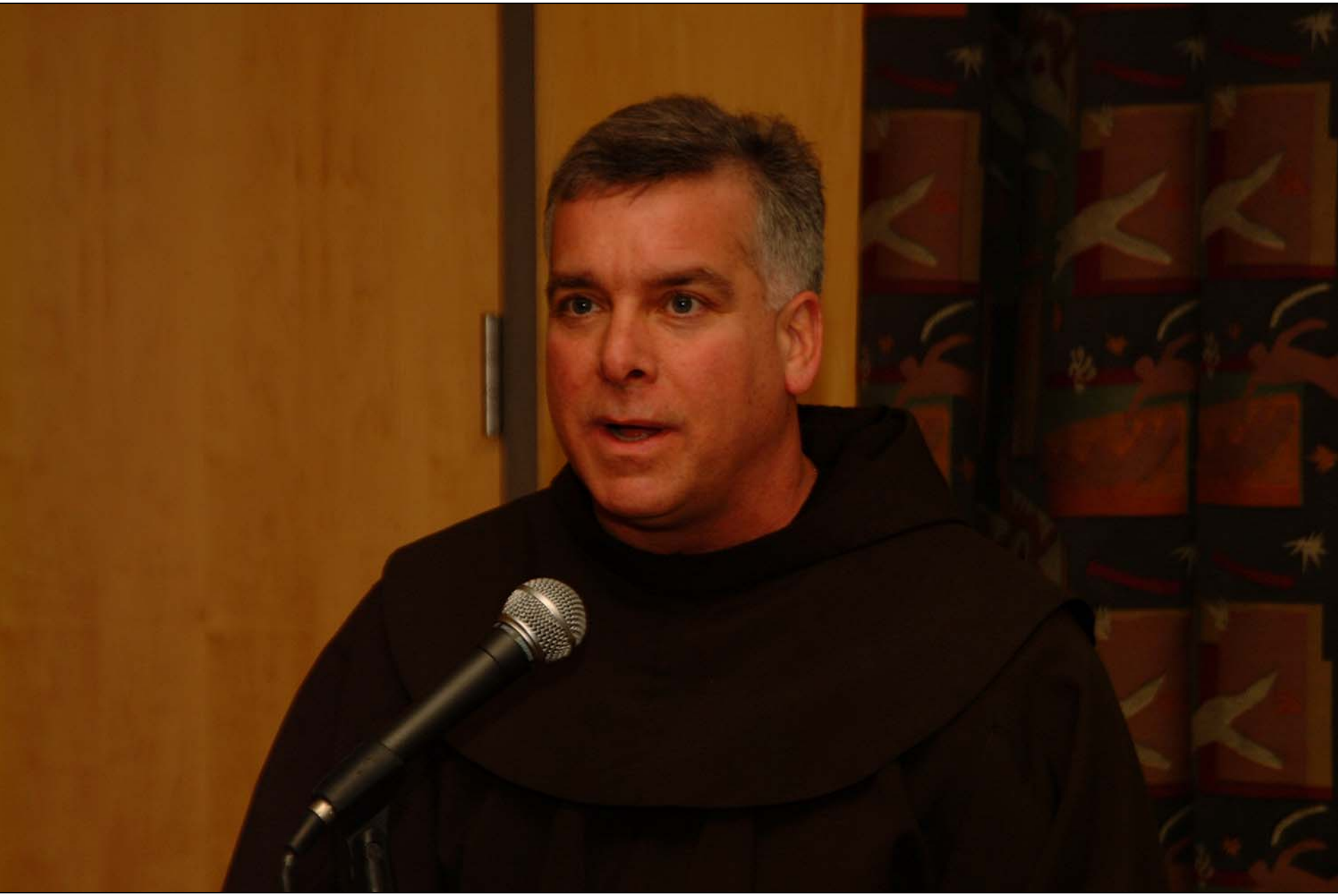

EXIT

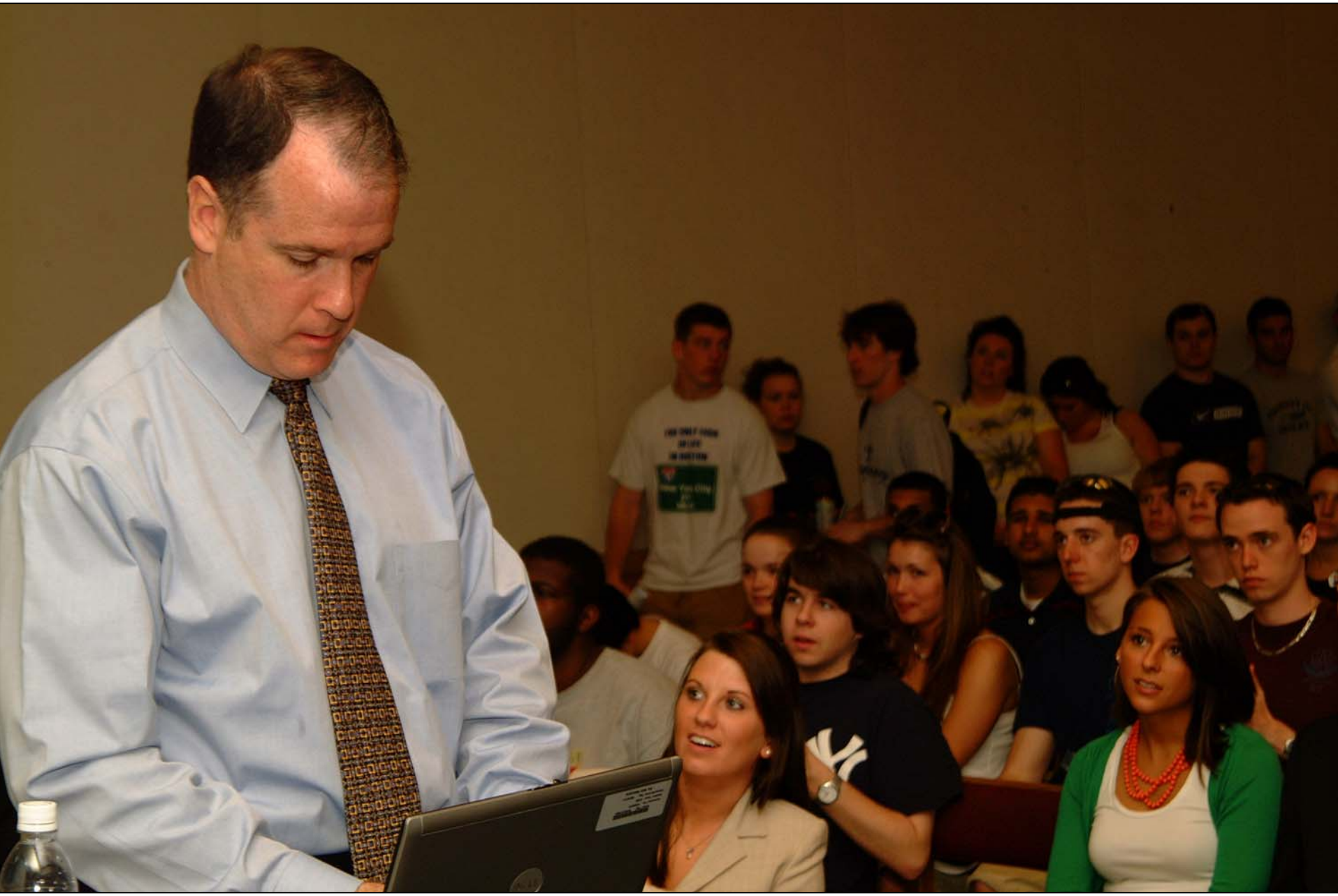



SIENAcollege


Conference Announcement and Call for Papers
SIENA COLLEGE STUDENT CONFERENCE IN
BUSINESS
Siena

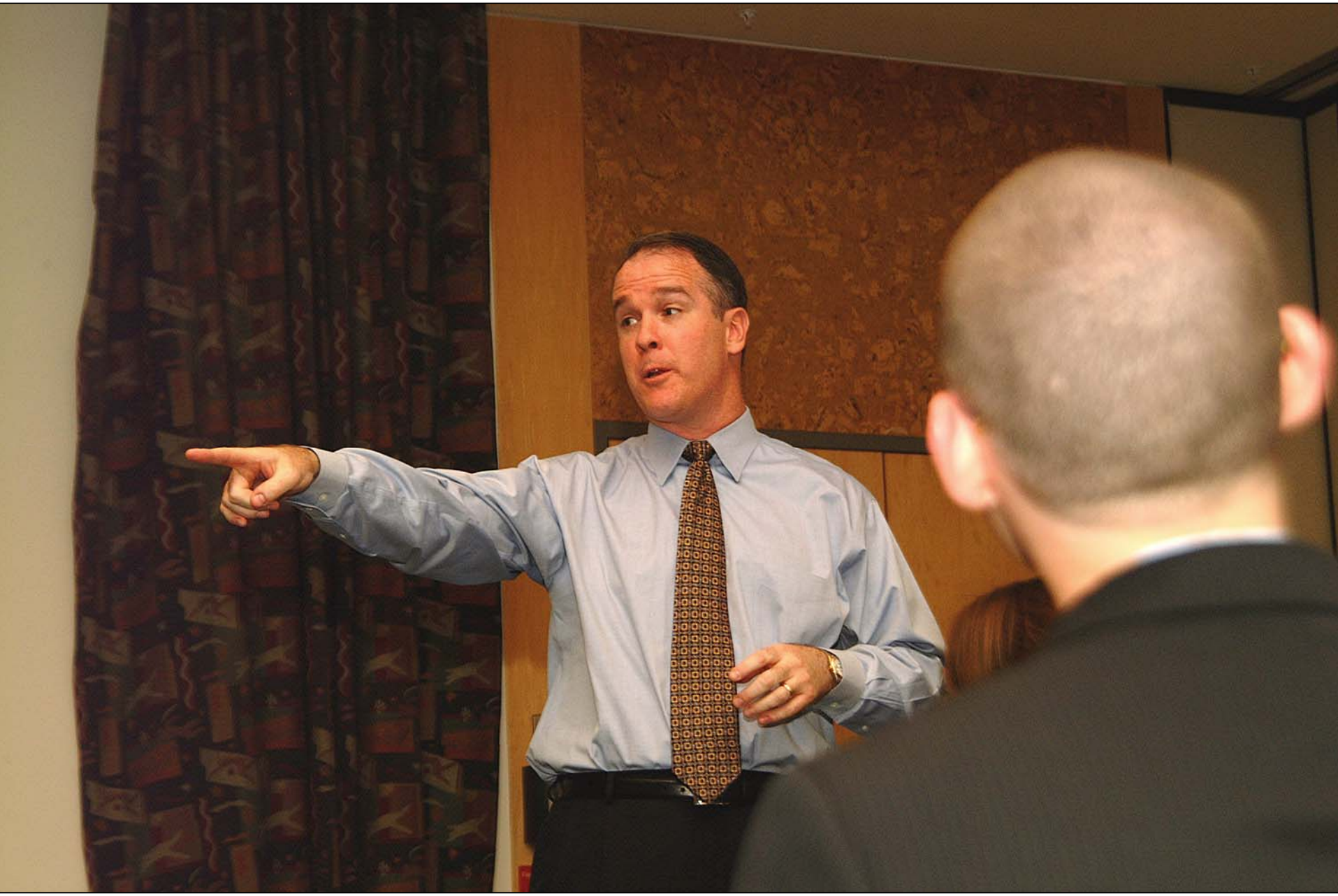







EPSON


Since I left campus...
22 years
10 moves
9 homes
3 companies
1 marriage
2 wonderful children
riences Than I Could Have Imagined




Great People Building Great Brands
Tide
RITZ
RITZ BITS


Great People Building Great Brands
Tide
HERSHEY'S
RITZ
RITZ bits
SIENA college


Great People Building Great Brands
Tide
RITZ
RITZ bits
SIENA college


RITZ
RITZ bits
sandwich


Electronic Arts Strategic
Proposal for 2004
ELECTRONIC ARTS
Tiffany Wyszkowski
Shannon Zulauf
Ashley Nuzio
Amanda Kurban
Electronic Arts Strategic
Proposal for 2004


Electronic Arts Strategic Proposal for 2004
ELECTRONIC ARTS
Tiffany Wyszkowski
Shannon Zulauf
Ashley Nuzio
Amanda Kurban


Analysis Process
Key Stakeholder Analysis
Dominant Economic Characteristics
Driving Forces
Competitive Forces
SWOT Analysis


Analysis Process
Key Stakeholder Analysis
Dominant Economic Characteristics
Driving Forces
Competitive Forces
SWOT Analysis

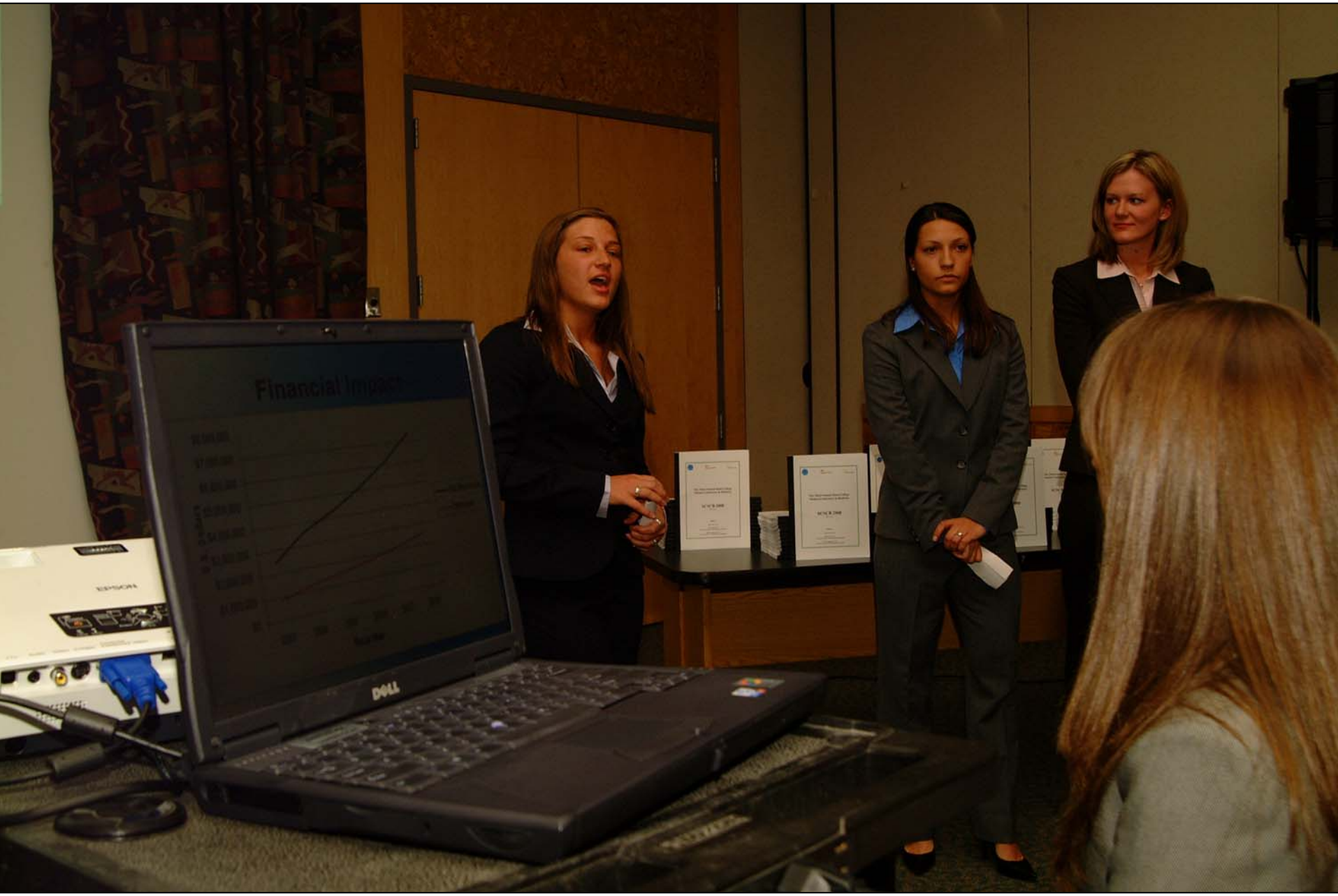

cs
NCSCB 2008


Analysis Process
Key Stakeholder Analysis
Dominant Economic Characteristics
Driving Forces
Competitive Forces
SWOT Analysis


Identified issues
Targeting more customers
Societal Changes
Product Innovation
DELL


Identified Issues
Targeting more customers
Societal Changes
Product Innovation
DELL


Financial Impact
U.S. Dollars
$8,000,000
$7,000,000
$6,000,000
$5,000,000
$4,000,000
$3,000,000
$2,000,000
$1,000,000
$0
2003
2004
2005
2006
2007
2008
Fiscal Year
Net Revenues
Expenses
DELL


Financial Impact
DELL
EPSON


EXIT
Economic Situation
Diversified Economy
Agricultural
Industrial
Service
Asian Crisis
Reforms in 2004
Large GDP Growth
Currently:
Large population
High oil prices
Inflation
High interest rates
FJ


Economic Situation
Diversified Economy
Agricultural
Industrial
Services
Asian Crisis
Reforms in 2004
Large GDP Growth
Currently:
Large population
High oil prices
Inflation
High interest rates


Economic Situation
Comparison of the Philippines and United States Economies


Economic Situation
Comparison of the Philippines and United States Economies


Economic Situation
Comparison of the Philippines and United States Economies


Include Philippines in a Globally Diversified Portfolio?
1997 - 2002
• No Impact in adding Philippines to portfolio
2002 - 2007
• Large impact in adding Philippines to portfolio


Serves 28 cities
Increased revenues by 15%
Price Close 79.50
Target Price 94.00
Beta 1.73
P/E 6.40
Quick Ratio 0.82

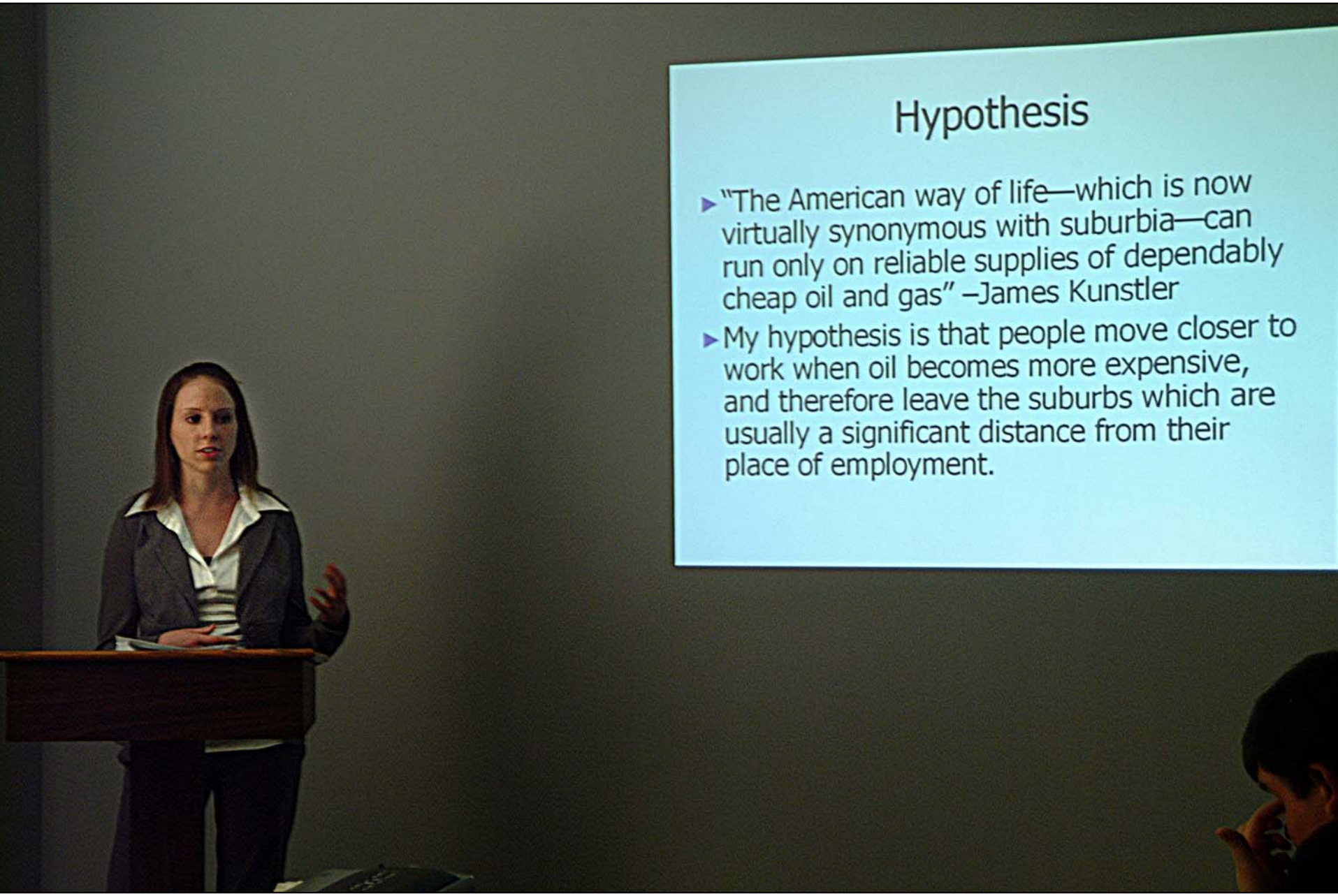

Thank You
Alexander J. Walthers, Siena College
Cheryl L. Buff, Siena College
SIENAcollege

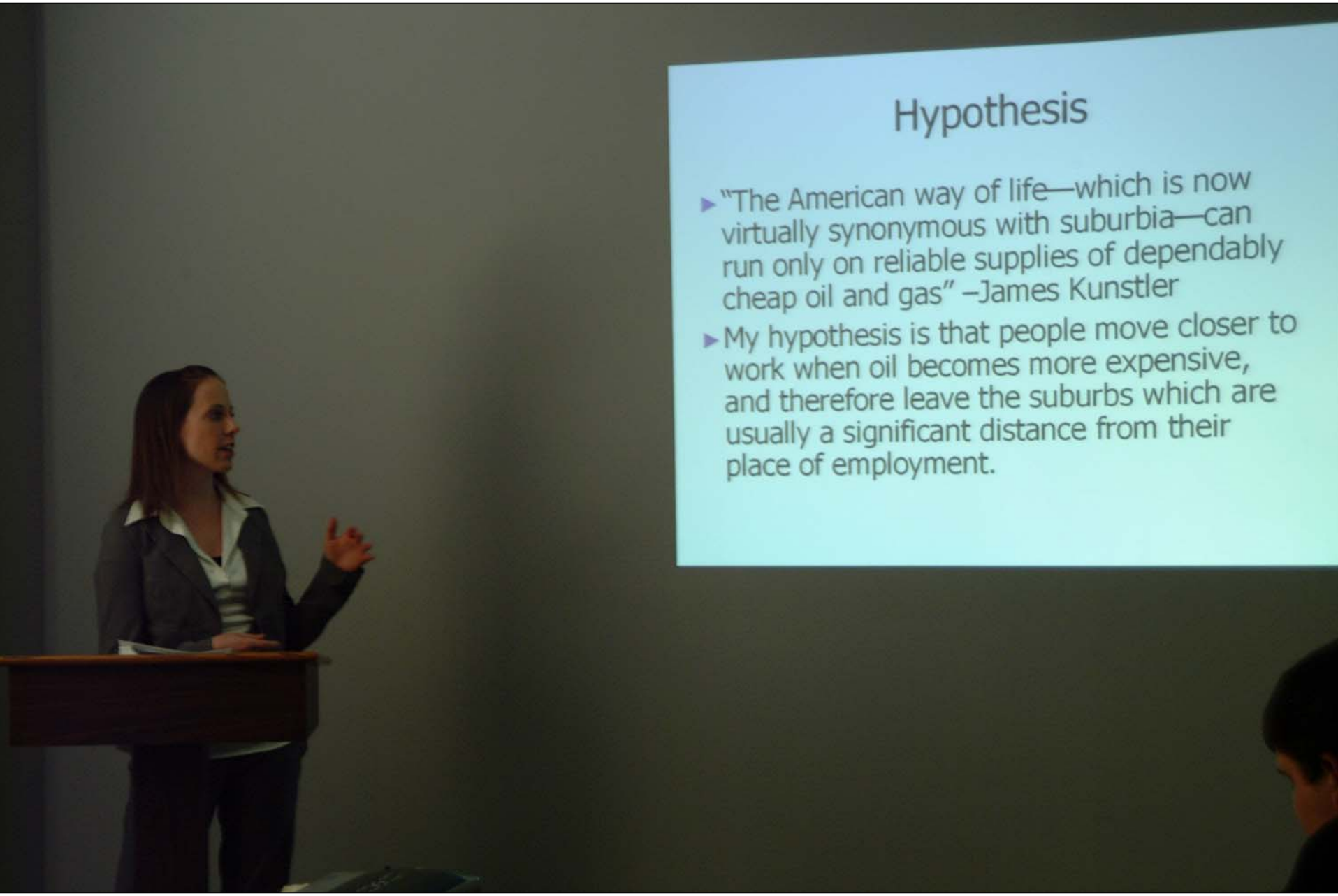

Questions and Comments?
Thank You
Siena College
College
SIENAcollege


Thank You
SIENAcollege


Questions and Comments?
Thank You
J. Walthers, Siena College
yl L. Buff, Siena College


Hypothesis
"The American way of life—which is now virtually synonymous with suburbia—can run only on reliable supplies of dependably cheap oil and gas" –James Kunstler
My hypothesis is that people move closer to work when oil becomes more expensive, and therefore leave the suburbs which are usually a significant distance from their place of employment.


Hypothesis
"The American way of life—which is now virtually synonymous with suburbia—can run only on reliable supplies of dependably cheap oil and gas" –James Kunstler
My hypothesis is that people move closer to work when oil becomes more expensive, and therefore leave the suburbs which are usually a significant distance from their place of employment.


Hypothesis
"The American way of life—which is now virtually synonymous with suburbia—can run only on reliable supplies of dependably cheap oil and gas" –James Kunstler
My hypothesis is that people move closer to work when oil becomes more expensive, and therefore leave the suburbs which are usually a significant distance from their place of employment.


Linear Regression


Linear Regression
$Y=\beta_1+\beta_2X_{2i}+\beta_3X_{3i}+\beta_4X_{4i}+\beta_5X_{5i}+\beta_6X_{6i}+\beta_7X_{7i}+u_i$
Variable Abbreviation Definition
Y
Average commute time to work, defined as the average number of minutes residents in a city require for a one-way trip to work.
X_2 POIL
The average 'pump' price of gasoline in a city, including all taxes.
X_3 POP
The population density in a city, defined as the number of residents per square mile of area.
X_4 INCOME
The median income of all households in a city.
X_5 HOUSE
The percentage of total housing units in a city that are rented by the occupant.
X_6 TRANSP
The percentage of the population in a city that commutes using mass transit, using bus, light rail, subway, or ferry.
X_7 CLIV
The cost of living in cities. This is the cost of living categories weighted subjectively as follows: housing: 30%, food: 15%, transportation: 10%, utilities: 6%, healthcare: 7%, miscellaneous such as clothing, services, entertainment: 32%.


Linear Regression
Y=β0 + β1X1 + β2X2 + β3X3 + β4X4 + β5X5 + β6X6 + β7X7 + εi
Variable Abbreviation Definition
Y Average commute time to work, defined as the average number of minutes residents in a city require for a one-way trip to work.
X1 POIL The average pump price of gasoline in a city, including all taxes.
X2 POP The population density in a city, defined as the number of residents per square mile of area.
X3 INCOME The median income of all households in a city.
X4 HOUSE The percentage of total housing units in a city that are rented by the occupant.
X5 TRANSP The percentage of the population in a city that commutes using mass transit, using bus, light rail, subway, or ferry.
X6 CLIV The cost of living in cities. This is the cost of living categories weighted values from a to follows: housing: 35%, food: 15%, transportation: 10%, clothes: 6%, healthcare: 7%, miscellaneous such as clothing, services, entertainment: 12%.


Linear Regression


Key Stakeholders & Mission/Vision
Customer
Pre Retiree, Retiree, & Small Business Owners
Financial
Financial advisors, partners, Business Product Partners e.g. American Funds
Internal Process
St. Louis compliance Office, Branch Office Assistant
Learning & Growth
Recruiting Team
Mission - To become the best retail firm in the
Vision – Grow to have 20,000 financial advisors


Market Position
Pre-tax Income
Customer Satisfaction


SWOT Analysis
Strengths
Customer-based
Face-to-face service
4th largest brokerage firm
Weaknesses
Not on the internet
Lack of advertising
Small range of demographics
Opportunities
Expand into the online market
Attract new types of customers
Threats
Online brokerage firms such as eTrade
Discount brokers e.g. Charles Schwab


For Fire Emergency
Use Only


SWOT Analysis
Strengths
Customer-based
Face-to-face service
4th largest brokerage firm
Weaknesses
Not on the internet
Lack of advertising
Small range of demographics
Opportunities
Expand into the online market
Attract new types of customers
Threats
Online brokerage firms such as
Discount brokers e.g Charles Sc


SWOT Analysis
Strengths
Customer-based
Face-to-face service
4th largest brokerage firm
Weaknesses
Not on the internet
Lack of advertising
Small range of demographics
Opportunities
Expand into the online market
Attract new types of custome
Threats
Online brokerage firms s
Discount brokers e.g. Ch


Identify the Key
Success Factors of the
Industry
nvenient Locations
lented workforce
eping up with technology
urteous personalized customer service


Identify the Key Success Factors of the Industry
onvenient Locations
alented workforce
eeping up with technology
ourteous personalized customer service

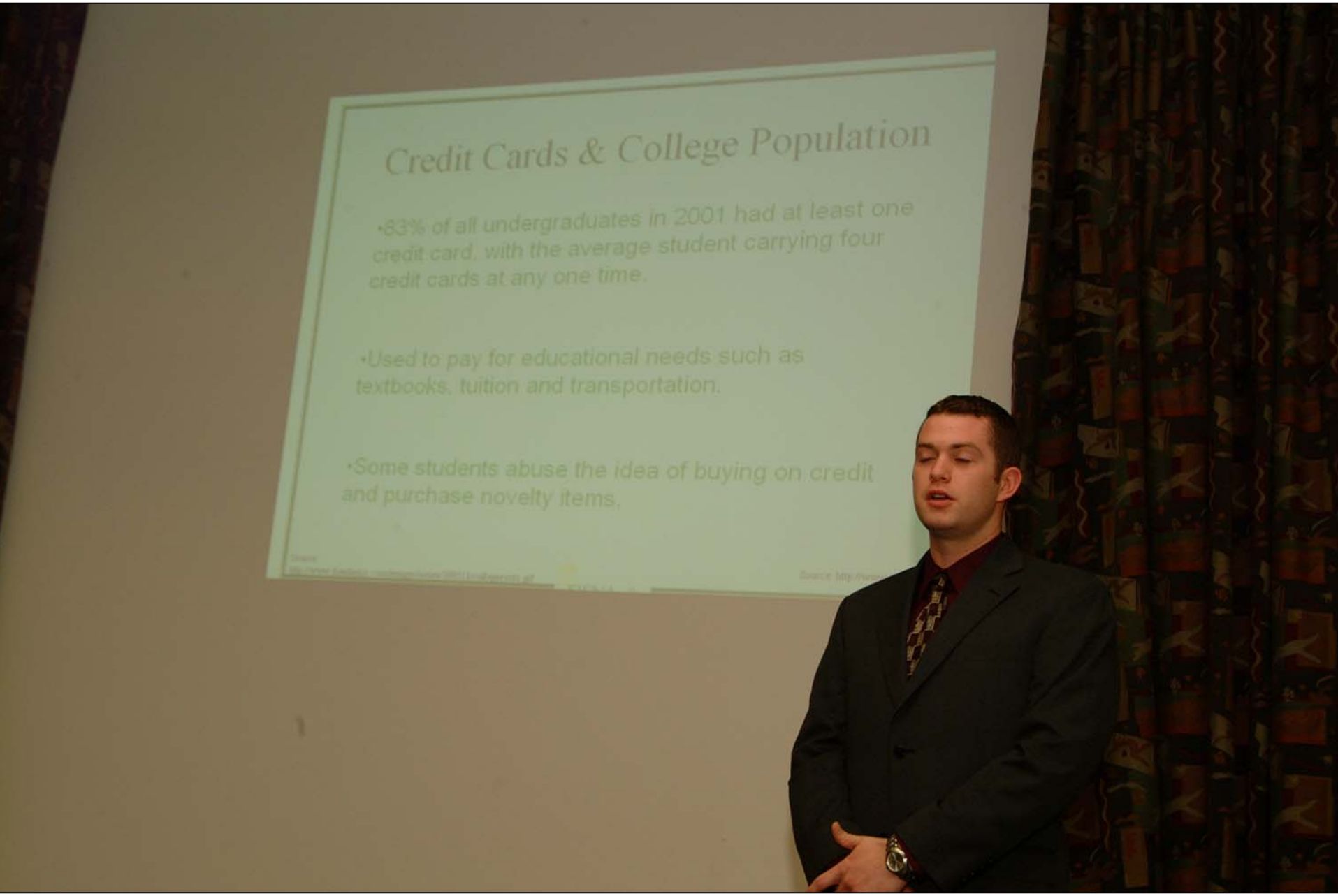

Pick a generic Competitive Strategy
Broad Differentiation Strategy
Expand demographically
Expand geographically
Attract a wider range of customers
Increase breadth of product line


Pick a generic Competitive Strategy
Broad Differentiation Strategy
Expand demographically
Expand geographically
Attract a wider range of customers
Increase breadth of product line


s it a Problem
SCSCB 2008

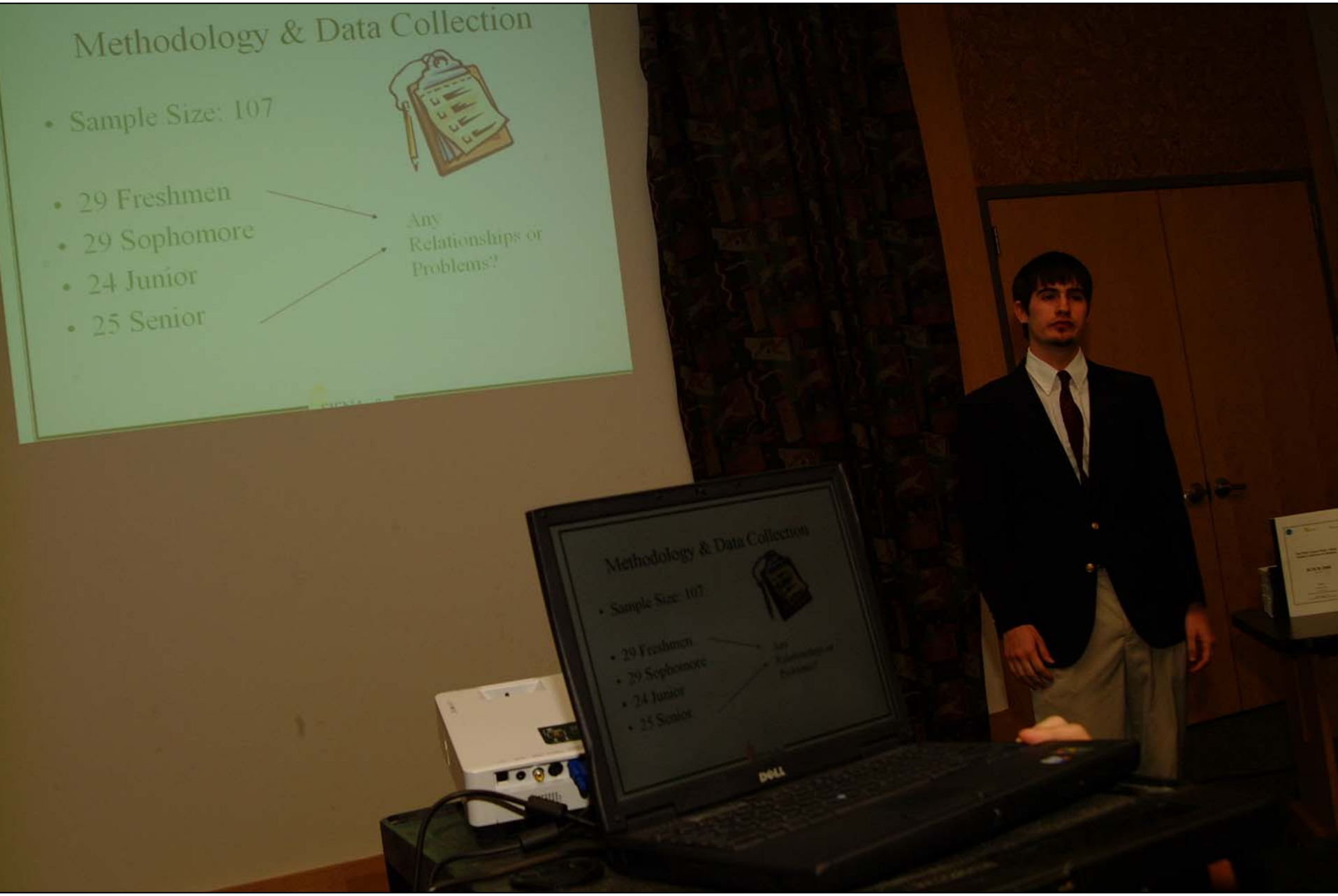

during their freshman year.
ung adult cardholders do not pay off their
full each month.
lents open up new credit cards to pay off
edit card debt.


Credit Cards & College Population
•83% of all undergraduates in 2001 had at least one credit card, with the average student carrying four credit cards at any one time.
•Used to pay for educational needs such as textbooks, tuition and transportation.
•Some students abuse the idea of buying on credit and purchase novelty items.


Credit Cards & College Population
•83% of all undergraduates in 2001 had at least one credit card, with the average student carrying four credit cards at any one time.
•Used to pay for educational needs such as textbooks, tuition and transportation.
•Some students abuse the idea of buying on credit and purchase novelty items.


Relationships or
Problems?
Methodology & Data Collection
• Sample Size: 107
• 29 Freshmen
• 29 Sophomore
• 24 Junior
• 25 Senior
DELL


Methodology & Data Collection
• Sample Size: 107
• 29 Freshmen
• 29 Sophomore
• 24 Junior
• 25 Senior
Any Relationships or Problems?
SIENAraiders
DELL


Methodology & Data Collection
• Sample Size: 107
• 29 Freshmen
• 29 Sophomore
• 24 Junior
• 25 Senior
Any Relationships or Problems?
Methodology & Data Collection
• Sample Size: 107
• 29 Freshmen
• 29 Sophomore
• 24 Junior
• 25 Senior
DELL

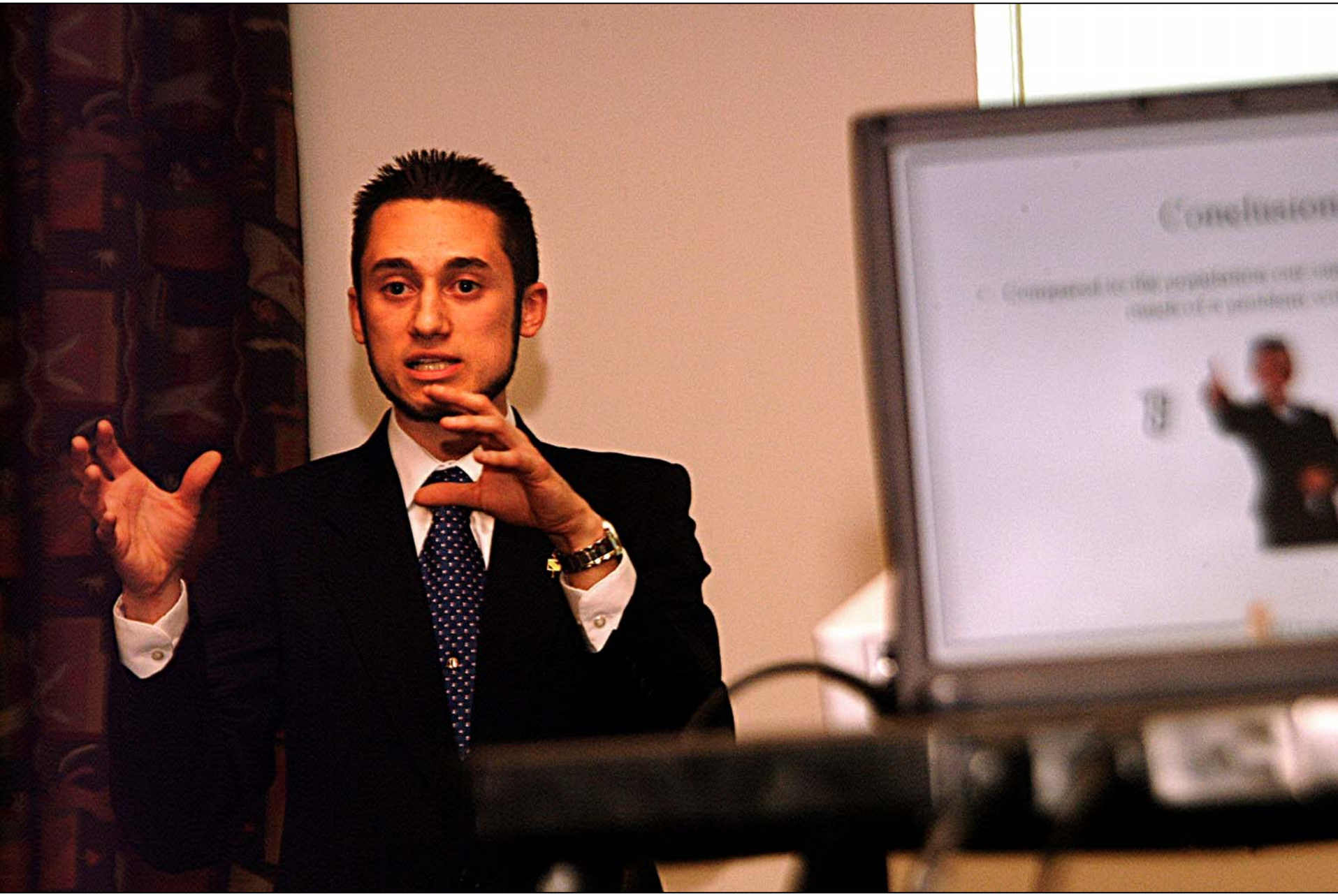

Population vs. Siena College Sample
Source:

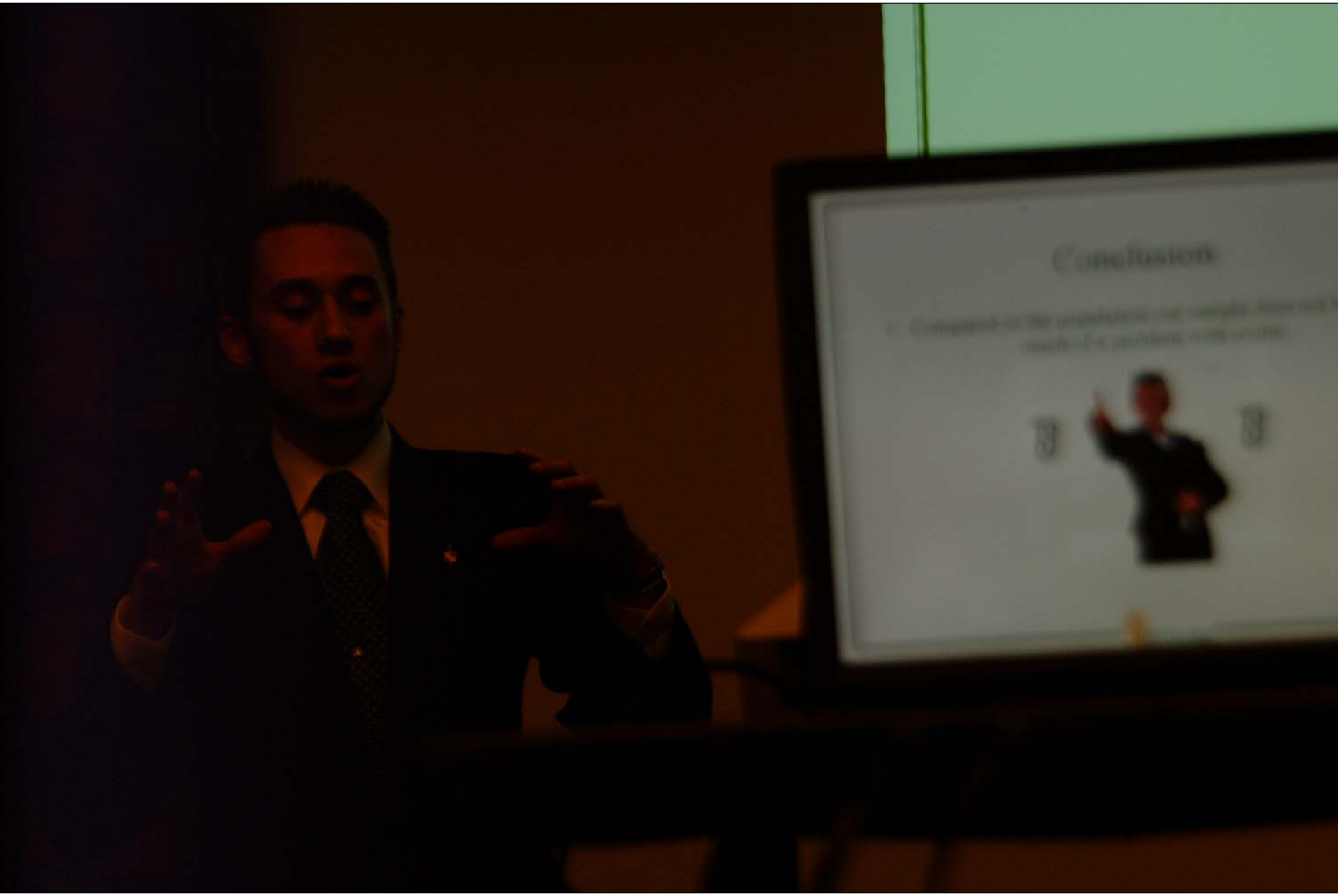

Credit card payment behavior
Pay off all credit card balances on all cards each month
Make the minimum monthly payment on all cards every month
Make more than the minimum payment but always carry a bal
My parents pay my credit card bills
Population vs. Siena College Sample


Population vs. Siena College


BUILT TO SERVE
BUILT TO SERVE
College Student Conference in Business
SCSCB


Conclusion


Conclusion


Conclusion


Conclusion

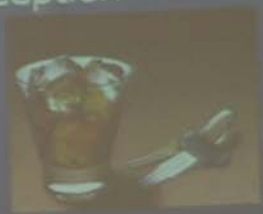

Explore Marke
Further Considerations
Surveying a larger sample of students
Self-Efficacy
Respondent Error (GPA)
Explore Marketing Strategies
FEESA

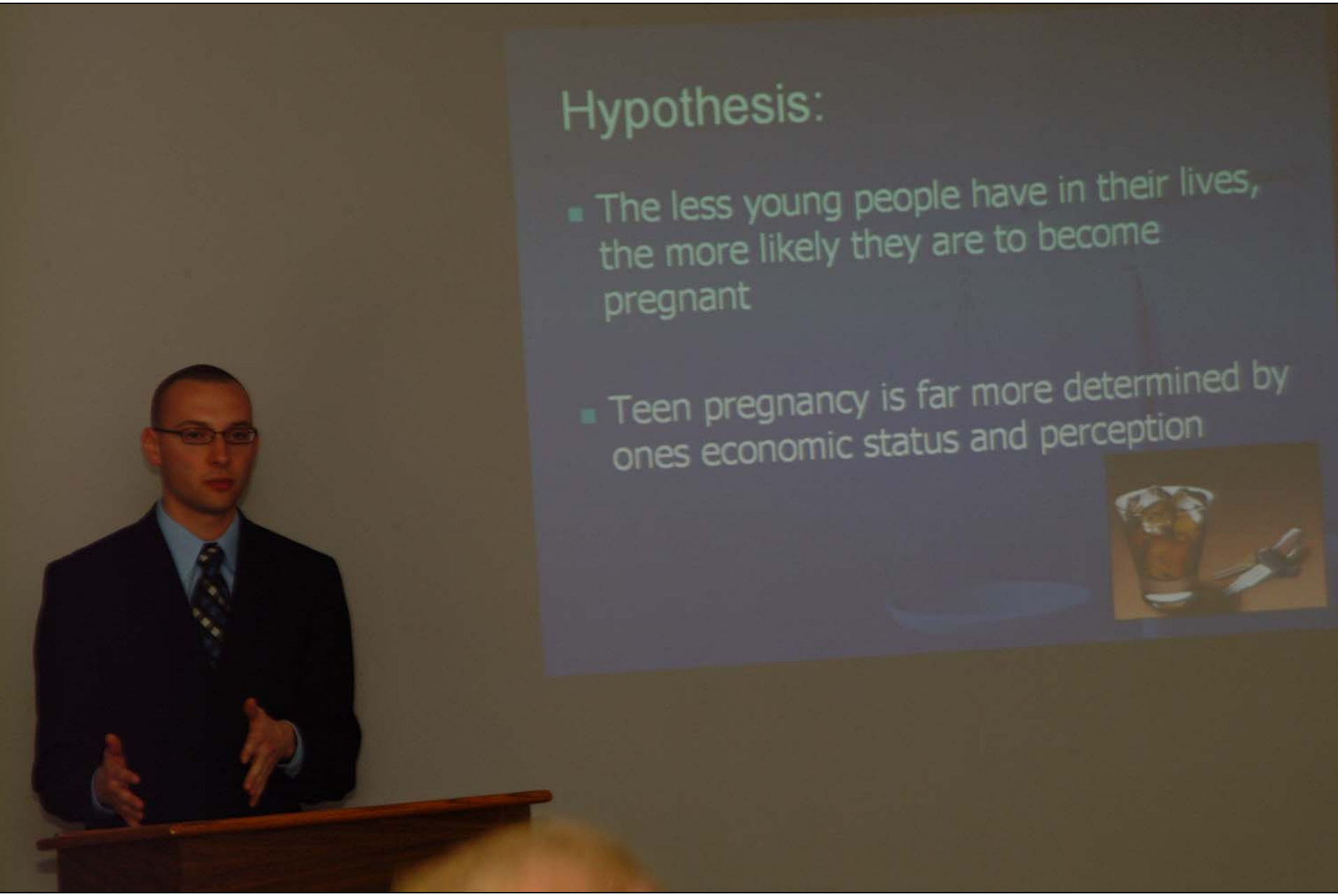

Thank You


Why do we
care?

Hypothesis:

- The less young people have in their lives, the more likely they are to become pregnant
- Teen pregnancy is far more determined by ones economic status and perception



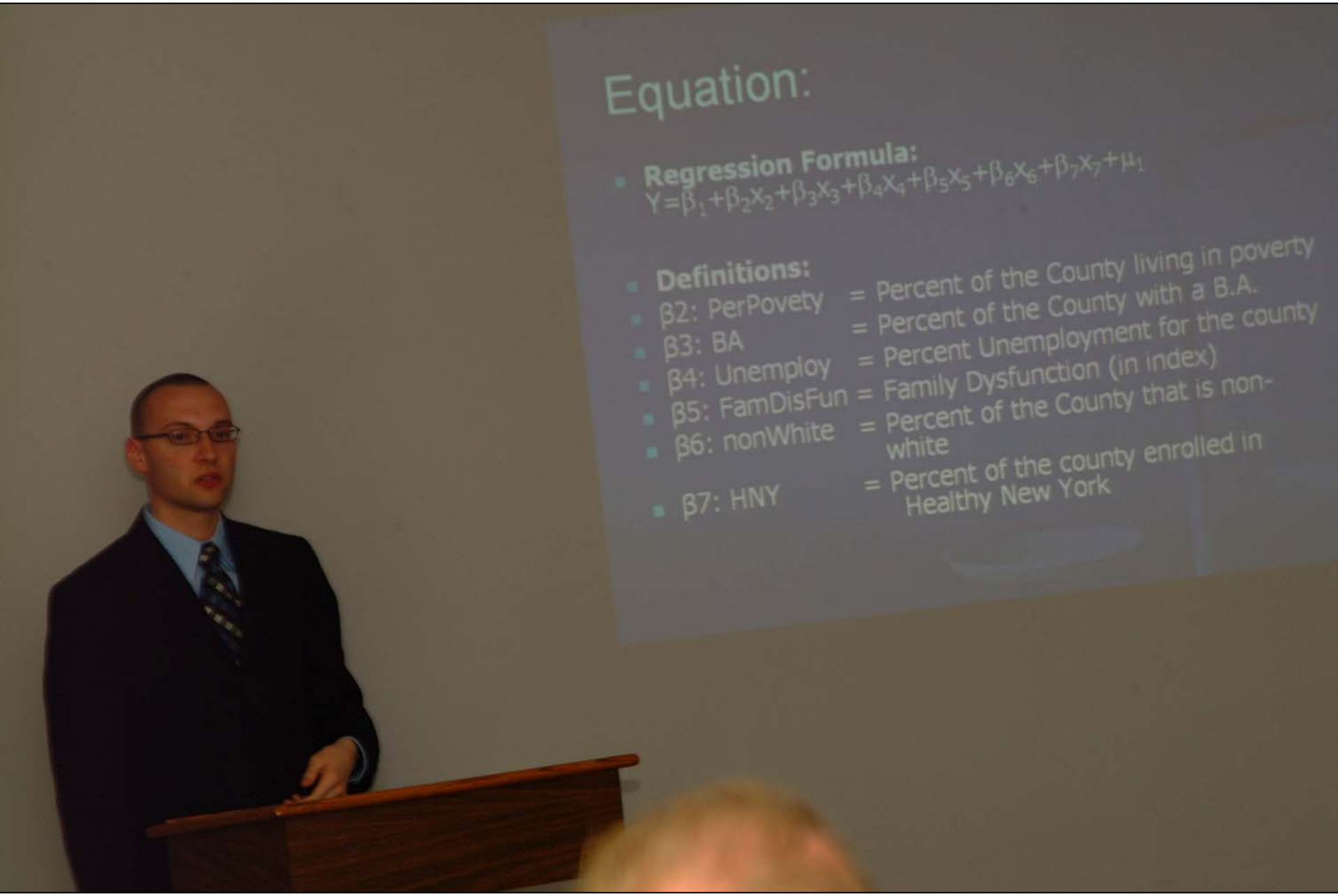

Hypothesis:
The less young people have in their lives, the more likely they are to become pregnant
Teen pregnancy is far more determined by ones economic status and perception

Hypothesis:

- The less young people have in their lives, the more likely they are to become pregnant
- Teen pregnancy is far more determined by ones economic status and perception

Hypothesis:

- The less young people have in their lives, the more likely they are to become pregnant
- Teen pregnancy is far more determined by ones economic status and perception


Equation:
Regression Formula:
$Y=\beta_1+\beta_2X_2+\beta_3X_3+\beta_4X_4+\beta_5X_5+\beta_6X_6+\beta_7X_7+\mu_1$
Definitions:
β2: PerPovety = Percent of the County living in poverty
β3: BA = Percent of the County with a B.A.
β4: Unemploy = Percent Unemployment for the county
β5: FamDisFun = Family Dysfunction (in index)
β6: nonWhite = Percent of the County that is non-white
β7: HNY = Percent of the county enrolled in Healthy New York


Equation:
Regression Formula:
Definitions:
β2: PerPovety = Percent of the County living in poverty
β3: BA = Percent of the County with a B.A.
β4: Unemploy = Percent Unemployment for the county
β5: FamDisFun = Family Dysfunction (in index)
β6: nonWhite = Percent of the County that is non-white
β7: HNY = Percent of the county enrolled in Healthy New York


Expectations:


Data:
62 counties in New York State
Collected mainly by the U.S. Census Bureau and New York State Departme Health
Cross sectional reported in percent ex for family dysfunction (index)


Data:
62 counties in New York State
Collected mainly by the U.S. Census Bureau and New York State Departmer Health
Cross sectional reported in percent exc for family dysfunction (index)


Summary of Statistics:
Mean
Standard Deviation
Range
Y 0.007 0.003 .001 - .017
β2 PerPoverty 0.121 0.038 .045 - .282
β3 BA 0.215 0.082 .115 - .494
β4 Unemploy 0.044 0.007 .034 - .065
β5 FamDisFun 48.0 17.1 2.77 - 95.6
β6 nonWhite 0.103 0.107 .013 - .504
β7 HNY 0.016 0.026 .000 - .132


Siena College
SIFE
1) Market Economics
2) Success Skills
3) Entrepreneurship
4) Financial Literacy
5) Business Ethics
SIFE


Siena College
SIFE
1) Market Economics
2) Success Skills
3) Entrepreneurship
4) Financial Literacy
5) Business Ethics
SIFE


Siena C
ILT
TO
RVE


HAMMERMILL


lent Conferen


ent Conferenc


BUILT


FIRE


BUILT
TO
SERVE


FIRE


BUILT
TO
SERVE


BUILT
TO
SERVE