



Connecting Bridges and Borders Program

Entrepreneurship and Innovation NJCU—Jersey City Connect Project

Student Engagement Experiences for Spring 2021!

Jersey City, May 2021— As another semester closes at New Jersey City University, we look back on the great experiences that were piloted to our students in and out of the School of Business. We had an excellent cross-collaboration with the athletics platform at NJCU called Rising Knight Institute by co-hosting an event on entrepreneurship and leadership. The semester concluded with Professor Weiss' MYOB and Global Business courses showcasing pitch-level competition events covering important current event topics that proposed solutions to local Jersey City-COVID impacted challenges through the prism of entrepreneurship. The global business event showcased the creation of new ideas for existing Jersey City and San Juan, Puerto Rico sister city agreements to stimulate trade commerce. All these experiences were recorded and can be found throughout this release!

Entrepreneurship Experiences for the Modern Leader:

In April 2021, The Institute for Dispute Resolution and the NJCU Innovation and Entrepreneurship club proudly presented a collaboration with the Rising Knight Institute that brought a panel of entrepreneurs, thought leaders, and current professionals in the world of business to discuss their perceptions and experiences to NJCU students!

The event had a keynote speech by Dr. Michael Arbitblit (NJCU) and was hosted by Professor David Weiss. The panel included Dr. Danielle Beam, (NJCU), Omosede Ogiamien (Deloitte), Michael Jasonos (Comdata), Donna Bernard (Donna Bernard Ventures/Formally of Thomson Reuters), and Rachael Cohen (Wharton MBA Student).

Check out the video of the event here: https://youtu.be/W-kl79_QDLk

NJCU's Bloomberg Global Mayors Challenge Showcase:

On May 11, 2021, the students in Professor Weiss' MYOB: Mind Your Own Business course participated in NJCU's version of the Bloomberg Global Mayor's Challenge to further grow innovation and entrepreneurship within Jersey City. The MYOB Bloomberg Challenge Showcase brought students as close to the real world of modern business technologies and tactics as possible. Through the project's intuitive design, students worked in teams and put their most innovative ideas to the test.

In the wake of COVID-19, we find ourselves surrounded by a myriad of challenging issues. The ever-increasing danger of climate change to massive budget cuts in the local community presented a unique opportunity for students' ideas creation to be implemented in the classroom.

With the assistance of the diverse business sector IDR mentorship ecosystem supporting our students' idea creation process, students were asked to devise an action plan for rebooting Jersey City in a post-pandemic era (and in many cases, the global community).

NJCU's Sister City Agreement Showcase (Jersey City, NJ – San Juan, PR):

On May 13, 2021, students from Professor Weiss's Global Business course presented their plans for connecting Jersey City, NJ with San Juan, Puerto Rico through an existing Sister Agreement. Students were tasked with developing a course of action for helping the city of San Juan and Jersey City deal with the effects of the pandemic. With unity and efficiency in mind, students laid out and presented their ideas for helping through the utilization of small businesses, community service, environmental, social, corporate governance (ESG), academic cultural exchanges, entrepreneurship idea creation, and supply chain & logistics to advance global commercial trade.

The goal was to create a renaissance between Jersey City and San Juan and the greater Caribbean Basin from the prism of NJCU business students. Knowing the academic prowess of the NJCU student body, it was a given that the business students came with some astonishing and transformative plans.

You can stream a highlight video of both showcases here: <https://youtu.be/mFQKF1QVttA>

About Us

The Institute for Dispute Resolution at NJCU is a platform at the School of Business that seeks to promote student connectivity to real-world issues.

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