



Connecting Bridges and Borders Program

Entrepreneurship and Innovation NJCU—Jersey City Connect Project

Two Upcoming Events Centered on NJCU's Rising Business Stars

Jersey City, May 2021—As finals season approaches in the world of undergraduate studies, so do Professor Weiss's unique opportunities for bright business students to showcase their strengths in a way other than an exam or an essay.

On May 11, 2021 at 11am EST, the students in the "Mind Your Own Business" course will be participating 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 will bring students as close to the real world of modern business technologies and tactics. Through the project's intuitive design, students will work in teams and put their most innovative ideas to the test, and you have the opportunity to watch it all go down live on Zoom.

In the wake of COVID-19, we find ourselves surrounded by a myriad of issues. From the ever-increasing danger of climate change to massive budget cuts in the local community, there is a lot of work to be done, and it is all time sensitive. With the help of their mentors from the business sector outside of NJCU, students have been asked to devise an action plan for tackling a significant issue plaguing Jersey City (and in many cases, the global community) and present it to their peers, Professor Weiss, and Dr. Michael Arbitblit for review. The IDR looks forward to seeing what the students come up with as their ideas could very well contribute to the transformation and restoration of Jersey City and beyond.

On May 13, 2021 at 12:45pm EST, students from Professor Weiss's Global Business course will present their plans for connecting with San Juan, Puerto Rico through the creation of a Sister Agreement. Students have been tasked with developing a course of action for helping the city of San Juan deal with the effects of the pandemic. With unity and efficiency in mind, students will lay out and present their ideas for helping through the utilization of small businesses, community service, environmental social governance (ESG), and much more.

The goal is to create a renaissance between Jersey City and San Juan and the greater Caribbean Basin: a CB&B Showcase from the prism of NJCU business students. Knowing the academic prowess of the NJCU student body, it is a given that the business students will come up with some astonishing and transformative plans.

Be sure to save the date and attend one or both of these exciting events!

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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