

Schools of Distinction

Perdue School of Business



“The Perdue School of Business is the premier business school in the region. Its programs have attained the highest standards of business education and help students understand the intricate issues that must be addressed by both theory and practice.”

Perdue's Points of Distinction Include:

- The Perdue School is among the only 20 percent of schools worldwide **accredited** by AACSB International—the Association to Advance Collegiate Schools of Business.
- The family of school benefactor and legendary businessman **Frank Perdue** donated \$8 million to construct a new home for the school.
- SU's undergraduate financial planning program is the **first in Maryland** to become registered with the Certified Financial Planner Board of Standards, Inc.

Unique Online Class Experience

A course developed by Dr. Kathie Wright of Salisbury University's Perdue School of Business has met design standards developed by the national peer-review organization, Quality Matters, which assesses excellence in online courses. Wright created a hybrid version of the information systems survey course offered within the Perdue School, and piloted the online and classroom components in spring 2006. The new format was formally adopted across all nine course sections that fall.

This is the first SU course to be submitted and successfully reviewed by Quality Matters or any other peer-review program, said Melissa Thomas, SU's senior instructional designer who facilitates the Soaring with Online Learning faculty development program. “The Quality Matters peer-review process provides faculty the opportunity to receive feedback from peers who



have taught online to continually improve the quality of their course(s),” Thomas said. “This, in turn, provides a better online experience for

students enrolled in those courses.”

For Wright, teaching an online course meant the opportunity to use innovative, new technology to engage students. “I wanted to promote online education as a serious approach to delivering course material here at SU,” she explained. “Through this course, I found that certain areas are better conveyed online than in the classroom.”



On Top Of The (Business) World

Top 25 isn't bad for the music scene, but in business, when it represents the top 1 percent of the world, it's pure platinum!

A team of Salisbury University students under the leadership of Dr. Richard Hoffman, management and marketing faculty in the Perdue School of Business, were ranked among the weekly top 25 teams in the world in the Business Strategy Game international business simulator. SU students in the team earning global top 25 status include Saurabh Chawla, Ed Slomba, Amy Bunch and Lisa Corrado.

In the simulation, students must develop a strategy for making and selling shoes in two production facilities, one in United States and one in Asia. They may open other plants if they wish or expand current ones.

Each week the teams make production, marketing, human resource and finance decisions for their firm, representing a year of operation. A series of weekly reports allow the students to base their next week's decision on the most current results of their firm and industry. Some 2,667 teams worldwide participated in the eight-week simulation.



Exploring Alternative Energy Sources

With fuel costs constantly rising, Drs. Danny Ervin and Tylor Claggett, professors of economics and finance in Salisbury University's Perdue School of Business, continue to study alternative energy sources. They joined six SU students to examine one such alternative up close at the Atlantic County Utilities Authority (ACUA) renewable energy and environmental protection facilities near Atlantic City, NJ. The students were Jinwoo Kim, Joseph Early, Richard Betzel, Scott Forney, Rusi Karabaliev and Nyi Nyi Naing.

A New Wind Is Blowing

The ACUA facilities serve the communities that make up the eastern half of Atlantic County, NJ. The authority's primary purpose is to collect and treat the municipal waste water and solid waste from the several dozen communities in the eastern part of Atlantic County.

However, when driving up to ACUA's waste water treatment facility, the most striking features are the five 1.5-megawatt wind turbines that tower 380 feet above the complex, Claggett said. These gleaming white structures are capable of

generating enough electric power to serve 2,500 homes. The turbines have been operational since December 2005. On many days, the wind farm generates almost twice as much power as ACUA requires. The excess "green" power is sold to the local utility.

Students also explored the other state-of-the-art projects ACUA has in the works. For example, the authority boasts five solar arrays with a combined rated capacity of 500 kilowatts or one-half of a megawatt. These are photovoltaic systems that convert solar energy directly into usable electricity. One array serves as an eye-pleasing and convenient cover for an employee parking lot.

Re-use And Recycle

Several miles from its waste water treatment facility, ACUA owns and operates a state-of-the-art solid waste landfill and recycling center that SU students were able to study. The landfill is equipped with a sophisticated methane extraction system. There is more than enough methane available to power two generators, each with a rated capacity of well over one megawatt of



electricity. This power is sold directly to the local utility.

The recycling center separates household garbage into many marketable commodities such as recycled pasteboard, scrap aluminum and bulk plastics. In addition, trash and yard waste is converted to high-grade mulch, which is sold for local soil enhancement.

During the site visits, students benefited from discussions with several ACUA officials, including Richard S. Dovey, president; Tom Lauletta, vice president; and Paul J. Gallagher, vice president and general counsel, who discussed the historical and operational aspects of the installations.

"The trip provided a memorable experience for both students and faculty and should serve to encourage students to think outside the box when contemplating possible career paths," Claggett said.

