Given that our AACSB review team will be visiting at the end of the month, I thought I’d take the opportunity to reflect on the meaning and importance of the blue seal on this page which attests to this accreditation.

Since 1916, business school accreditation (by the Association for the Advancement of Collegiate Schools of Business - AACSB) has represented the highest standard in the world. It is an achievement earned only by programs of the highest caliber; less than one third of U.S. business schools and only 15 percent of international schools meet the rigorous standards. Accreditation informs the world that an institution has successfully managed resources to achieve a vibrant and relevant mission, faculty scholarship, high-caliber teaching of quality and current curricula, and meaningful interaction between students and faculty.

One of the most significant benefits of AACSB accreditation is in recruiting. Top-notch faculty, students and employers seek out schools whose programs have earned AACSB International accreditation because they understand that the program provides the best possible educational experience. Accredited schools offer cutting-edge programs, competitive salaries, well-educated graduates and dedication to continuous improvement of standards.

The process of accreditation by AACSB is accomplished through a comprehensive peer review employing some 22 standards by which the quality of a business education is judged. These standards pertain to the mission and strategy of the school, faculty and staff sufficiency and qualifications, academic quality of programs, and assurance of learning/continuous improvement processes, among others. In the past, a school was accredited for a 10-year period. Since 2004, the accreditation maintenance program has been in place (explained in greater detail in the next paragraph).

Under the maintenance program, the Perdue School develops a report each year summarizing our efforts in implementing our plan, maintaining quality, faculty sufficiency and qualifications, and resources. Every five years, we compile a maintenance of accreditation report.

Dr. Ken Smith has led our reporting process (for the second time in five years) using input from the school’s leadership team, faculty and staff as well as from select University offices. In early August, the fifth-year report along with annual reports and supporting documentation were sent to the review team. In mid-September we received positive feedback from them and were commended on the quality of our report.

Our team of reviewers for 2008 include: Dr. Robert Reid, chair of the team and dean of the College of Business at James Madison University; Dr. Randy Edwards, dean of the College of Business at Appalachian State University; and G. Timothy Haight, president of Menlo College in California. They will visit campus October 29-31. On October 30 the team will be on campus talking with the leadership of the school, key committees, faculty and student groups, as well as selected staff. After a day of meetings, the team will complete their report and present it to the dean, associate dean and the provost on October 31. If all goes well, our accreditation will be maintained for another five years!

Despite the work required, maintaining international AACSB accreditation is one of the keys to our quality and competitive edge, hence, well worth the effort!
On Monday, September 22, Wicomico County was recognized by America’s Promise as a third-time winner of the 100 Best Communities for Youth Award. Wicomico is the only Maryland community recognized this year and one of only about 30 U.S. communities recognized all three years.

Colin Powell addressed the group and declared that youth of America are truly our “National Security”. American Idol winner Fantasia Barrino and the Howard Gospel Choir entertained.

Some 11 young people from the area, two of whom are Kids of Honor, attended the celebration and were chaperoned by their mentors, Dr. George Whitehead and me. A huge thank you goes out to all the employers that gave our students a real-life, working experience to prepare them for their career after graduation.

2009 Summer Program in China

The 2009 SU Summer Program in China runs for three weeks from May 22 through June 13. The Perdue School of Business, in collaboration with the School of International Business in Dalian, has created the program which offers students a chance to experience firsthand one of the world’s most unique and fast changing societies. Students visit Dalian, a beautiful port city in northeastern China. The SU program concludes in Shanghai—the largest economic entity in China and a growing international metropolis—and Beijing—the capital city and the political, cultural and administrative center of China. With a history of over 3,000 years, Beijing is extraordinarily rich in historical and cultural sites. The courses offered are BUAD 396 Business Study in Abroad-International Trade and Finance with Drs. Ying Wu and Brian Hill as the instructors and ACCT 302-Cost Accounting taught by Dr. Pat Derrick. The three-week program fee is approximately $4,600-$4,350. This includes international and domestic airfares, ground transportation, all lodging, class field trips, scheduled sightseeing, all meals during the entire program, and tuition for three credits. For more information contact Dr. Hong Yao, Global Programs coordinator, Perdue School of Business, at 410-543-6327 or hxyao@salisbury.edu.

Faculty Advising Tip No. 1

Student files are the best resource for faculty to use when they meet with their advisees. The file gives the faculty background information on the student’s academics and what previous advisors have told the student. The student files are located in Caruthers Hall Room 125. You can pull your advisee’s file at any time to retrieve information. In addition to retrieving this information, we ask you to add the following to your advisee’s file:

- meeting notes
- checklists
- graduation audits
- program planning sheet
- program planning notes
- gate information
- e-mails that have important information

Please include the students ID number and date on all additions to the file.
Fulbright Update

My students here are very enthusiastic and many seek me for advice on a variety of issues. I even advise (by e-mail) a couple of Dr. Pat McDermott’s (last year’s SU Fulbright) former students. They say Chinese professors are distant and hard to talk with, so I try to do my best for them. They take coaching well and it is my pleasure to try to help as many as I can. I understand Ying Wu and Brian Hill (SU faculty members) will be going to Dalain in May to teach a summer course again at Dongbei University of Finance and Economics (DUFU). Maybe I can join them there for a few days. As you know, the Fulbright program encourages travel to other universities to provide meaningful lectures on topics of mutual interest. I already have invitations to lecture at Giman University in Guangzhou in late October and at a regulatory conference at Shandong University in Hangzhou in mid-November plus at least one guest appearance here in Shanghai at Fudan University. Therefore, my travels are about to begin. Now, I am preparing for presentations on U.S. Electrical Deregulation, The CFA Institute Today, The U.S. Credit Crisis and The Current World Energy Situation. So, I have much to do in the next few weeks.

Spring ’08 Junior Orientation

The Perdue School’s commitment to serving students is made evident by events such as Junior Orientation. Junior Orientation is a chance for students to get information about the opportunities and requirements associated with admittance to the Perdue School of Business. For those of you reading this that are not yet admitted to the business school, this is a mandatory event that you will attend during your first semester after admittance to the Perdue School.

It is a great opportunity for juniors to get questions answered as well as to get important information about mandatory requirements for graduation. This event provides students with information about clubs to join, organizations that students should utilize such as Career Services, graduation requirements, BUAD 300, ABLE internship, studying abroad and more.

For many years, Junior Orientation was set up as a lecture where the dean, the chairs of the departments as well as other faculty members each took turns addressing the junior class, which usually took about an hour and a half. Last year we decided that the lecture style may not be the best way to meet the dynamic needs of individual students. So beginning last semester, the school tried something new and changed the traditional format.

Therefore, students who went to Junior Orientation this semester attended a “meet-and-greet” format, with the idea that students would take more time from the experience if they were given the opportunity to ask questions by mingling with students and faculty. Overall, we feel that Junior Orientation is more successful as an interactive event, and we feel that those who had questions had the opportunity to have them answered.

As I am chair of the event, I would be glad to hear of any ideas you may have toward making the event more enjoyable and informative. Please feel free to e-mail me at studentbusinessleaders@salisbury.edu.

Baltimore Ravens President Featured In Executive Leadership Series

Dick Cass, president of the Baltimore Ravens, is the featured speaker in the Executive Leadership Series—a Perdue School signature program—3 p.m., Tuesday, October 21, in Holloway Hall Auditorium. Cass is in his fifth year as president of the Ravens. He oversees every area of the organization, including player and staff personnel, the coaching teams, corporate sales, communications and business ventures.

“Dick has had involvement with every aspect of an NFL team,” Ravens owner Steve Bisciotti (SU Class of 1982) said. “His legal expertise, his working knowledge of the business, his relationships at the league office, and the respect he has earned around the league are significant assets for the franchise.”

Prior to joining the Ravens, Cass was a partner in the D.C.-based law firm of WIlmer, Cutler & Pickering where he worked his way up to chairman of the firm’s Business Transactions Section and member of its Management Committee. In that capacity, he served as counsel to a number of NFL owners, including the Washington Redskins and the Dallas Cowboys, as well as the NFL’s league office.

Cass serves on boards for the Greater Baltimore Committee, Kennedy Krieger Institute, Maryland Science Center, Baltimore Community Foundation and Bert Bell NFL Players Pension Plan. He has served on the boards of trustees for both Princeton and Mercersburg Academy.

Dick graduated Phi Beta Kappa from Princeton in 1968 and Yale Law School in 1971 and is a graduate of Mercersburg Academy.

Students can find the link to sign up for the lecture at www.salisbury.edu/perdue.
In the Spotlight …


- Rachel Hentschel was recognized in the Wall Street Journal as having won their 2008 Student Achievement Award. Way to go Rachel!

- Drs. Jeff Kottemann and Kathie Wright’s article, “Human Resource Development, Domains of Information Technology Use and Levels of Economic Prosperity” has been accepted for publication in the journal Information Technology for Development.

- Dr. Arvi Arunachalam delivered “Black Monday—Exploring the Current Financial Meltdown” as part of the Bellavance Honors Program’s Mind Shrapnel ‘n’ Cookies Series on September 23.

- Beta Alpha Psi Board of Directors congratulates Dr. Bob Dombrowski and the Iota Pi chapter on their successful efforts during the 2007-2008 academic year. The chapter has been recognized internationally as a “Superior Chapter” which is a significant accomplishment.

- Lu, Y., Quan, J. and Cao, X. “The Diffusion ‘Gap’ of Wi-Fi Technology Among University Faculty Members and its Implications,” the second China Summer Workshop on Information management, Kunming, China, June 29-30, 2008 (CSWIM 2008).

- Dr. Jill Caviglia-Harris presented her paper “Rethinking the Cycle of Abandonment: A Dynamic Model of Frontier Expansion and Environmental Degradation” at the Economics/Finance Brown Bag Seminar on September 19.


- Dr. Dustin Chambers was selected as a board member to the Salisbury Wicomico County Arts Council.

- Dr. Jill Caviglia-Harris presented her paper “Promoting Sustainable Agriculture in the Amazon: How Effective are Voluntary Farmer Associations Sponsored by NGOs?” at the 2008 Annual Meeting of the American Agricultural Economics Association, Orlando, FL, July 27-29.


- Dr. Memo Diriker received the Volunteer of the Year Award from the Salisbury Wicomico County Arts Council.

October 2008 Perdue School Calendar

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<td>Dick Cass</td>
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<td>Winter ’09 Pre-registration Begins</td>
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<td>AACS Visit</td>
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<td>For Faculty Meeting 3:30 p.m. • CH122</td>
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<td>Admissions Open House 11:30 a.m. • Wicomico Room</td>
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Dr. Memo Diriker