From the Dean’s Office: PSB Units in Service to Students

This month the spotlight is on the Perdue School Student Services Center. This center includes the Office of Advising Services under the direction of Jamie Holmes-Kriger assisted by Pat McArdle and the Office of Undergraduate Programs headed by Tammy Donaway and assisted by Dreanna Ryan. These two units provide much of the “high touch” offered by the school with respect to guiding students in their curriculum and professional development.

The Office of Advising Services supports and supplements faculty advisors in their advising role. The office provides information on business school admissions, majors and minors, studying at other institutions, and graduation documentation. The office supports advisors with information about curriculum and university policies. Advising services also distributes PSB’s scholarships and awards to students. The Advising Services Web site, www.salisbury.edu/perdueadvising, reached over 4,665 hits last year. E-mail updates serviced over 1,678 students, 56 faculty and 10 staff. The office staff processed 472 admissions applications, 678 change of majors and 223 change of minors, and 368 graduation audits. The office also audits every class to ensure students have the prerequisites. The office maintains student records, and 14,500 student documents were imaged online in the past year.

This year, Advising Services is focusing on faculty advisor training using a new online teaching module. The office is continuing their retention efforts through support meetings and contract obligations with probation. The office also publishes the PSB parents’ newsletter, providing information on ways parents can assist and support their students.

The Office of Undergraduate Programs coordinates the students’ professional development and internship experiences. Professional development is delivered via two courses:

- **BUAD 300**, Personal and Professional Development for Business, is a one-credit hybrid course designed to help students better meet the professional expectations embedded in our learning goals of communication, decision-making, ethics, international business, professionalism and teamwork. Approximately 250 students are currently enrolled in BUAD 300.
- Implemented this fall, BUAD 400, Business Student Professional Portfolio, is a non-credit requirement wherein students demonstrate their professional skills and knowledge through a series of assessment activities, including a personal mission statement, scoring a passing grade on the Core Business Knowledge Exam and completing the Senior Exit Survey. Approximately 110 students are currently enrolled in BUAD 400.

ABLE is an Applied Business Learning Experience that is required of all students graduating with a B.S. from the Perdue School of Business. This is the capstone experience for PSB students’ professional development and has been identified as a “Best Practice” by the AACSB. ABLE can be satisfied by completing an internship. The internship enables students to apply academic education in a “real-world” setting, resulting in a higher level of preparation for entering the workforce. Approximately 346 students completed an internship during the 2008-2009 academic year.

Continued on page 3
New Building
Groundbreaking

Before a celebratory audience, SU President Janet Dudley-Eshbach, members of the Perdue family and other dignitaries, including University System of Maryland Chancellor William E. “Brit” Kirwan, broke ground on Salisbury University's new Franklin P. Perdue School of Business building on Tuesday, September 29.

The $56 million, three-story building will include such distinctive features as a Business Outreach Services Suite (BOSS), which will become home to the Perdue School’s outreach programs, and a Perdue Museum spotlighting area businesses and archives from Perdue Incorporated. The 112,800-square-foot building is scheduled to open in fall 2011.

SU Students Study
Cost Effectiveness of Green Buildings

In fall 2008, students in Dr. Arvi Arunachalam’s Essentials of Finance Real Estate class studied the cost effectiveness of adding sustainable infrastructure to SU’s Caruthers, Devilbiss and Henson Science halls. Some of the results were surprising.

For example, the addition of compact fluorescent or LED lighting to replace current fixtures in these buildings, could save $3.50 to $4 for each $1 invested at the current energy rate. This would mean SU could recoup its cost within eight years of installation-even sooner if the price of electricity increases. Students also calculated that adding more energy-efficient installation and windows to Caruthers Hall, would help lower heating and lighting costs in that building.

“You don’t have to make a large investment to see a substantial cost savings,” Arunachalam said. “Simple changes go a long way.”

Perhaps the most unexpected finding came when students determined how much money the University could save by using solar energy.

As new buildings like the TETC, and the new Franklin P. Perdue School of Business building, currently under construction and targeted for LEED Gold certification, are being designed with sustainability in mind, changes in older buildings are necessary to allow them to keep up, Arunachalam said. This fall, students are conducting similar studies at SU’s Maggs Physical Activities Center and expanding into the greater community-the Wicomico Youth & Civic Center.

“Green buildings are going to be the norm 10 years from now,” he said, predicting a corresponding need for environmentally savvy consultants. Using the skills they learn from these studies, he hopes SU students will have an edge in that field.

New M.B.A.
Director

The Perdue School of Business is pleased to welcome Yvonne Downie as the new M.B.A. director. Downie brings with her extensive leadership and project management skills. Her experience includes major global process improvement initiatives across the supply chain (engineering, sales and marketing, procurement, and manufacturing) and with global military, commercial and government export controls. Particularly notable projects include management of a global customer service specialist team and leading a cross-functional team to develop a manufacturing facility in China.

Downie is also alum of the Perdue M.B.A. program. After graduating from Glasgow University in Scotland in 1992 with a Master of Arts in French, she completed her Bachelor of Arts in French and secondary education at Salisbury University in 1995. While working in global sales and marketing within the telecommunications manufacturing industry, Downie entered the Perdue School M.B.A. program, completing her degree in 1999. Her combined experience as student and global business manager emphasizing customer service will enable Downie to work constructively to enhance the reach and quality of the M.B.A. program while maintaining program standards and the “high-touch” support to current M.B.A. students.

Downie began her position on October 9 and participated in a regional M.B.A. directors’ conference and assumed her duties in the M.B.A. Office on October 13.

Live Perdue School Webcam

Keep up to date on the progress of the new Perdue School Building by visiting the Live Perdue School Webcam.

www.salisbury.edu/webcam/webcam2.html
Target Teams Up with PSB

In spring 2009 during his ABLE employer site visits, Bill Burke met with his ABLE intern Tonya Blubaugh and the local Target management team led by Christopher Fereday. At that meeting, they discussed the various opportunities available for the Target team to work more closely with the Perdue School of Business.

The local team followed up with their regional management team, and now Target is committed to growing the relationship via various on-campus programs. A specific example proposed is to have a class competition on a leadership case designed and presented to the class by the Target team with each member of the winning team receiving a scholarship up to $1,000.

At an October 15 meeting, Burke and Jayne Block, University Advancement, hosted Target representatives Jessica Springborn and Fereday. Additional information on this growing partnership is to follow in next month’s newsletter.

Group Scheduling Emphasizes Support & Interaction

With over half of the fall 2009 semester completed, it is time for group scheduling again. This means that pre-professional business students are faced with an important decision. They need to develop the most effective route for completing their degrees. “What courses do I still need?” “What GPA do I need to apply to the gate, and when do I apply?” “Should I add a minor or switch majors?” These are common questions asked during group scheduling.

For those unfamiliar with the process, group scheduling is a form of advising for lower-division business students that encourages them to be proactive about upcoming semesters as well as their future. This ultimately increases awareness of academic progress. Each session contains 20 to 25 students, with some five students per table to remain consistent with the small-classroom feel at Salisbury University.

The outstanding theme for incoming business students has been to “catch the wave.” Group scheduling is consistent with this theme because students have the opportunity to place themselves in an environment where their questions can be answered.

From a student business leader’s perspective, group scheduling is essential for exposing pre-professional students to the resources around them. Group scheduling is where students discover that professors, student business leaders, peers, club tutoring sessions and advisors are all here for further support.

Group scheduling also encourages interaction between students and their peers. According to Advising Services Coordinator Jamie Holmes-Kriger, this interaction gives students the opportunity to share their experiences with each other.

“By having five students at a table with a knowledgeable advisor, they can discuss their academic requirements together, and share their course experiences,” Holmes-Kriger said. “This exchange of ideas often promotes a broader sense of the available opportunities and enables them to learn from each others’ experiences.”

Although group scheduling is repetitive, it hopefully emphasizes the importance of engaging pre-professional students in the Perdue School of Business. This consistency leads to success in the long run when students are accepted into the professional program and when they choose a career. This speaks volumes about the Perdue School of Business’s ability to maintain its high standards and reputation.

From the Dean’s Office:
Perdue Departments Contributing to National Distinction

It is evident that these two offices are critical to the Perdue School’s efforts to maintain a high-touch approach with our students and, therefore, are central to our mission and to what makes the Perdue School experience distinctive.

MKTG 331 Student-Hosted Events

Our Scarves Mean Business!
November 6-7
Caruthers Hall Faculty Lounge
Looking for the perfect holiday gift? How about an extra accessory to keep you warm in the winter? Students of Salisbury University are hosting a create-your-own-scarf fundraiser to benefit the new Perdue School of Business building. Take time out of the ordinary and be your own designer. There are six beautiful silk designed scarves to choose from along with a variety of colors. It’s so easy and fun! Pre-ordered scarves will be available as well for your convenience. Sign up now; order forms and sign-up sheets are available during select hours in front of the Commons as well as through Jamie Klinger at jk06791@students.salisbury.edu. Prices vary, but checks, cash and Gull Cards are accepted. Payment is required at time of signup.

Green Turtle Goes Pink
Thursday, November 12
Greene Turtle, Salisbury, 8-11 p.m.
Nine students from Paula Morris’ promotional marketing class sponsor this event to encourage and raise awareness for Women Supporting Women, a local breast cancer support organization. There will be a raffle containing gift cards and prizes from local businesses, and those wearing a Women Supporting Women t-shirt, which will be sold on campus prior to the event, will be eligible to enter for a chance to win Turtle Bucks. On Tuesday, November 10, the Greene Turtle will be donating a portion of their profits collected throughout the day for Women Supporting Women, as part of their “Funds for Friends” fundraisers.

Kids of Honor Jail & Bail Event
Wednesday, November 18
Wicomico Room, GUC, 4-8 p.m.
Come support Kids of Honor during their second annual event where local members of the community come together to raise money to support keeping kids in high school. Members of Paula Morris and Dr. Howard Dover’s marketing classes and Dr. Karen Papke-Shields project management class will be working together to make this event happen with a raffle and plenty of giveaways.
In the Spotlight …


- Howard Dover presented his paper “Measuring the Dynamic Asymmetric Effects of Usage Within a Multiple Service Lifetime Value Model (MSCLV)” at the DMEF Research Summit in San Deigo, CA, on October 17.


- Eugene Hahn’s article (co-authored with R.C. Parente and D.W. Baack) “The Effect of Supplier Integration, Modular Production, and Cultural Distance on New Product Development: A Dynamic Capabilities Approach” appears in a forthcoming issue of Journal of International Management.

- Kashi Khazeh’s paper (co-authored with Bob Winder) “A Comparison of Approaches to Estimating Transaction Exposure and Value at Risk” was presented at the Finance Track of the 45th Annual Meeting of the Southeast Institute for Operations Research and Management Sciences in Myrtle Beach, SC, October 1-2. The paper was published in Conference Proceedings.

- Pat McDermott’s article “A Comparison of Contemporary Chinese and American Undergraduate University Students’ Value and Work Attitudes: A Crossvergence” has been accepted for publication in the Journal of Current Research in Global Business (JCRGB).


- Christy Weer’s book chapter (co-authored with Jeff Greenhaus) titled “Dual Ladder Organizations” is in press. The chapter is in the Encyclopedia of Technology and Innovation Management (Wiley).


- Perdue faculty, staff and students heeded Public Radio Delmarva’s (WSCL 89.5 FM/WSDL 90.7 FM) call to kick off its fall membership drive by answering their phones during a day of their drive. Since PRD shares space with PDR in Caruthers Hall, it was just the neighborly thing to do. PDR staff publicized the school on the airwaves throughout the day and interviewed Dean Hoffman. Thanks to all who participated and made it a great day for PDR and the school.

November 2009 Perdue School Calendar

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Thanksgiving Break

Salisbury University