THE PERDUE SCHOOL is accredited by the AACSB International, the premiere business program accrediting agency. AACSB accreditation provides a benchmark for the quality of our program and proclaims that the Perdue School exceeds nationally recognized standards of excellence. The Perdue School is among a select group of AACSB accredited institutions which have both undergraduate and graduate accredited programs. Only one-third of the AACSB schools share that distinction.

Since receiving accreditation, the Perdue School has focused on continuous improvement. This year is no exception. The Perdue School boasted its highest student and faculty profiles in its history. A record number of students were installed into prestigious honorary societies including Beta Gamma Sigma. The Perdue School awarded its annual $5,000 Bernstein Award to the student who researched, prepared and defended the best business plan.

Among the important curriculum initiatives underway were integration of technology in the classroom, expansion of graduate programs and continued support of the Applied Business Learning Experience (ABLE) program.

The school continued its commitment to assist the regional business community through its outreach centers. The centers extended the school’s unique resources to numerous businesses and people on the Eastern Shore, boosting the region’s economic base. The school received major grants, including $2.4 million to aid in the expansion of regional transportation.

Great Leaders
The Great Leader Lecture Series featured Raymond C. Nichols, chair of BSC America, one of the nation’s leading companies in comprehensive asset management and sales, and Toni Ford, CEO of Projected Reality, which specializes in evolutionary technology in the entertainment, advertisement and distance learning industries. J. Michael Scarborough (Class of ’76), founder and CEO of The Scarborough Group Inc., an investment advisory group that manages over $2 billion in assets, and Kemper Baker, vice president of the Federal Reserve Bank of Richmond, were among other notable guest speakers who shared their expertise with our students.

Bernstein Award
Timothy Keller won the $5,000 prize in the Bernstein Award competition for his plan, Innovative Products, to design, patent and market specialty products for the outdoor enthusiast. The prize money will help him acquire two new patents. The award was established by Richard Bernstein, founder of K & L Microwave Inc. and current CEO of BAI Aerosystems, to assist aspiring entrepreneurs. During the award’s 14-year history an array of business plans has been submitted from fish farms to dot coms.

Information Stations
Electronic “information stations” were installed in the school lobby so that students could check out the latest business and financial news (CNN Business, FNN, Bloomberg, etc.) or access their e-mail at the kiosks. These stations were made possible by a donation by alumnus Paul Rendine, general manager and owner of Capitol Securities Management in Salisbury.

Endowment: The Perdue School of Business was endowed in 1986 by a multimillion dollar gift from poultry magnate and community philanthropist Franklin P. Perdue to ensure excellence within the academic programs of the school. When the school received Association to Advance Collegiate Schools of Business (AACSB) accreditation in 1994, Perdue awarded a $1 million challenge grant to the school.
“4+1” M.B.A. Program
The “4 + 1” M.B.A. Program allows a student who completes a specialized minor in business administration during his/her undergraduate career at SU to complete an M.B.A. in one year. The number of foundation courses has been significantly reduced from past requirements making it quicker to prepare for the Perdue School M.B.A. Program.

Diversity Commitment
As the world moves toward globalization, diversity is expected. The Perdue School houses the most diverse faculty at SU—39 percent of non-white faculty employed at SU are in the Perdue School. Additionally, the school empowered its outreach center, the Business Economic and Community Outreach Network (BEACON), to assist the business, economic and community development needs of the region’s Hispanic and Latino communities through the “Bienvenidos a Delmarva” program.

Student Investment Fund
Students managed a $300,000 investment fund portfolio in the Practicum in Portfolio Management course. The course was designed to provide students with the opportunity to conduct security analysis and research and to make investment decisions in a realistic environment. Careful structure and design of the program allowed students to experience life as security analysts and portfolio managers. Although this has been a difficult year in the stock market, it gave students a better sense of the realities of the marketplace. Wayne Judkins (Class of ‘89) initiated partial funding to implement the investment portfolio with the remaining funds coming from the Perdue School and the SU Foundation.

Technology Innovations
Fluency in technology is integrated into each student’s curriculum to augment the traditional classroom learning environment. Two new online courses were offered: a seven-week course on cutting-edge e-commerce and e-business principles, as well as a course on developing managerial skills that used a number of technology techniques such as discussion boards, chat rooms, active server pages, electronically-mediated group projects and videoconferences to enhance interactivity.

Faculty Achievements
• Dr. Memo Diriker was instrumental in securing a $2.4 million Regional Transportation Grant for BEACON to lead an effort to expand public transportation services on the Lower Eastern Shore. BEACON received the Evie Cutler Public Service Award for its leadership in the coordination of this project.
• Dr. Choong Lee served as a visiting scholar at the prestigious Graduate School of Information at Yonsei University in Korea. Lee developed working relationships with international information technology firms, documented the Korean school’s strategic plan, designed curriculums for its master’s and Ph.D. programs, assisted with setting up new information systems businesses and served as leader on an international software development project.
• As primary researcher on a contract with the Equal Employment Opportunity Commission (EEOC), Dr. Patrick McDermott received two EEOC grants totaling $40,000 to conduct research into its mediation program. His first grant resulted in a monograph, “An Evaluation of the EEOC Mediation Program,” which received national attention.
• Dr. Richard Hoffman spent part of his spring semester as a visiting professor at the Ecole Superieure de Commerce de Grenoble in France, one of the Perdue School’s international partners. He taught a graduate course on Multinational Management to students from five continents and collected secondary data for a project on “The Relationship of Social Culture to the Planning and Performance Link.”
• Dr. Jill Caviglia-Harris received a $76,000 National Science Foundation grant to support her project, “Diffusion of Sustainable Agriculture in the Amazon: A Time Series Analysis.” This project required Caviglia-Harris to travel to the Amazon region of Brazil to investigate the relationship between farming decisions by subsistence-level households and deforestation.

ABLE Online
The ABLE (Applied Business Learning Experience) program, a signature program of the Perdue School, continued to evolve and broaden its scope. This year ABLE went online with an inaugural WebCT course that allows students to intern anywhere in the world by logging onto the Internet. More than 200 students participated in the internship program demonstrating their ability to apply their academic education in a real world setting.

Perdue Scholars
A total of $78,000 in scholarships was awarded to attract high-quality business students to the school—thanks to a generous endowment by Frank Perdue. Forty scholarships were awarded.