



New Entrepreneurship Hub Opens

SU's Perdue School of Business launched a new Innovation, Entrepreneurship and Economic Development Hub as part of ongoing efforts led by William Burke, SU professor of the practice and executive director of economic development. The Hub houses the school's expanding Innovation Lab, overseen by Dr. Gene Hahn.

Hahn helped create a makerspace atmosphere within the Perdue School, incorporating 3-D printing and rapid prototyping into his information and decision sciences classes. He also pioneered a new course in digitally enabled product development using 3-D printing and the Arduino microcontroller.

The Hub also provides space to help students prepare their business plans for SU's Entrepreneurship Competitions (the Bernstein Award is the top prize) and Philip E. and Carole R. Ratcliffe Foundation Shore Hatchery entrepreneurship program, as well as other local, regional and national business plan competitions.



Maryland Partnership Grant For Water Quality

Dr. Kathie Wright, Information and Decision Sciences Department, received a second grant from the Maryland Industrial Partnerships (MIPS) program to continue work with Operational Precision Systems (OPS) in Salisbury.

She is helping the OPS team develop WaterOPS, a cloud-based service for more effective water supply sampling and monitoring. They received \$59,470 in 2016 and an additional \$72,632 for 2017.

OPS aims to improve environmental inspections by developing solutions for testing agencies that often don't have the resources to properly comply with mandates and regulations. For example, of the 150,000 drinking water systems in the U.S., OPS notes that nearly 40 percent of reported violations of the Environmental Protection Agency's Clean Drinking Water Act were not from contaminants, but rather monitoring and reporting failures.

The firm's automated, user-friendly software application would help. Eventually, it plans to expand such services for air/land quality and waste management.



Investment Students Best The S&P

Since 2001, groups of Perdue School practicum students have managed an investment fund for the Salisbury University Foundation, Inc. In that time, the fund has grown from an initial balance of \$286,000 to some \$600,000 as of last September. Overall, the fund has seen 50.6 percent lifetime growth, besting the Standard & Poor's average of 48.11 percent over the same time period, said Dr. Herman Manakyan, who oversees the initiative.

Only about 30 percent of professional investors achieve long-term results that good, he noted.

The idea for the project began in 1999, when Perdue School alumnus Wayne Judkins and his wife, Melissa, also an SU graduate, sought to create a scholarship fund for SU students. As a senior trader with Goldman Sachs at that time, Judkins liked the idea of giving students hands-on experience by allowing them to manage the fund through an experiential learning course.

Top Rankings For Business Programs

The Perdue School of Business earned three top national rankings in 2016-2017.

U.S. News & World Report ranked the online M.B.A. program as among the Best Online Programs. "To go from starting the online M.B.A. program in 2015 to having it ranked one of the top programs in the nation in 2017 is a very big honor," said Dr. Christy Weer, dean of the Perdue School.

The Sales Education Foundation named SU among its 2017 "Top Universities for Professional Sales Education." SU established the Mid Atlantic Sales and Marketing Institute, which joined the national University Sales Center Alliance in 2016. SU also added a sales minor for business and marketing students.

In addition, Zippia.com, a new career choice website for recent graduates, cited the Economics Program as providing the best employment opportunities for graduates in Maryland.



Gifts Support Fraud Program

Highlights of the 12th annual Shore Fraud Conference at SU included the donation of more than \$100,000 in funds and software.

The Association of Certified Fraud Examiners, Maryland Chapter 21, presented \$13,500 to the Perdue School to fund a fraud library at SU. A donation of \$90,000 in software from Audimation, Inc., of Houston, TX, also was announced. The gift will establish a financial analytics laboratory to support the fraud program offered by the Perdue School's Accounting and Legal Studies Department.

