

AACSB Accreditation

The Accounting and Legal Studies Department earned accreditation from AACSB International, the longest-serving global accrediting body for business schools.

The department is one of just 182 accounting programs globally to earn AACSB accreditation. Similarly, the Perdue School as a whole is one of only 719 business schools in 48 countries and territories – fewer than 5 percent in the world – to earn overall AACSB business accreditation.

Robert D. Reid, executive vice president and chief accreditation officer for AACSB, congratulated Perdue School on its accomplishment:

“It takes a great deal of self-evaluation and determination to earn both accounting and business accreditation, and I commend Salisbury University for its dedication to management education, as well as its leadership in the community. ... The Franklin P. Perdue School of Business has not only met specific standards of excellence, but also has made a commitment to ongoing improvement to ensure that the institution will continue to deliver high-quality education to its students.”

Hahn Publishes Book

With Bayesian statistics, people can better understand the world by considering prior information and statistically updating it with new data. This skill can be very useful in business, according to Dr. Eugene Hahn of the Information and Decision Sciences Department.

He demonstrates the concept in his new book *Bayesian Methods for Management and Business: Pragmatic Solutions for Real Problems*.

Drawing on multidisciplinary applications and examples, and using modern software applications including WinBUGS and R, the book features an accessible approach for managers seeking to use Bayesian statistics. It also features various models of usage from real-world examples in disciplines including strategy, international business, accounting and information systems.

Hahn has published on Bayesian statistics and other management decision-making tools and methods in journals such as *Service Science*, *Journal of the Royal Statistical Society, Series A* and *Journal of International Business Studies*. He teaches operations management and managerial decision support systems at SU.



Weer Named Dean

Christy Harris Weer, who earned her M.B.A. from SU in 1996, became the Perdue School of Business' new dean in 2015.

As dean, Weer hopes to build on the Perdue School's past successes, including the continued collaboration with local business leaders to provide experiential learning and internship opportunities. She plans to stay connected with SU's students. A Management and Marketing Department faculty member since 2009 (and before that at Radford University), she has first-hand experience in training the business leaders of tomorrow.

Weer earned her Ph.D. in organization and strategy from the LeBow College of Business at Drexel University in 2006. Her research interests examine issues related to the work/non-work



interface, career development and gender diversity in organizations.

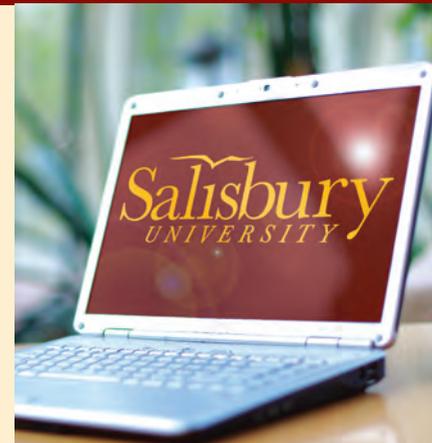
M.B.A. Offered Online

The Perdue School has launched an online version of its Master of Business Administration (M.B.A.).

An accelerated version of the program may be completed in as quickly as one year, or students may choose a part-time track. Both campus and online options feature small classes in fast-paced, seven-week sessions.

The Perdue School is a member of SAP University Alliances, which is an international program that introduces students to technologies shaping businesses today. At SU, an SAP-enhanced curriculum gives students hands-on experience with software and applications to develop skills that complement their studies.

For example, several M.B.A. courses use Enterprise Resource Planning (ERP) systems and Business Intelligence tools to highlight the integrated nature of business processes, including accounting, sales and marketing.



Online M.B.A.



2011 Bernstein Award Winner A.I.R. Lawn Care



2005 Bernstein Award Winner Blown Away Glass, Inc.

Melody Eschbach

Perdue Hall: Thanks to an \$8 million gift from the Arthur W. Perdue Foundation, SU opened the doors on its new home for the business school, Perdue Hall, in 2011. The facility houses the latest resources in business education, including \$3.1 million in new technology.



Entrepreneurship Week

From the fourth round of a \$1 million initiative to help business startups, to a student entrepreneurial tradition, to the second year of auditions for a national TV show, SU's inaugural Entrepreneurship Week brought together hundreds of business owners and hopefuls in Perdue Hall.

Eight businesses received their share of \$125,000 during the fourth round of SU's Philip E. and Carole R. Ratcliffe Foundation Shore Hatchery program. Its goal: to fund entrepreneurs in the mid-Atlantic and have new businesses opening within six months, with the potential of employing five or more within a year. The big winner was PaverGuide, a lightweight, low-cost pervious paving system, which earned \$35,000. All winners will receive mentorship from the program's board of directors, comprised of area business leaders.

The next day, SU junior Jenna DeLetto won \$27,000 in cash and services to help further develop 5 POP, a digital football training device, during the University's annual student Entrepreneurship Competitions. The highlight was the Bernstein Achievement Award for Excellence, given annually since 1987. Besides DeLetto, who won, finalists for the \$10,000 prize included Connect U, Delmarva Sports Services and Thor Electric Longboards.

The week concluded with the return of a casting call for ABC-TV's hit business funding reality show *Shark Tank*, co-sponsored by WMDT 47 ABC, the Perdue School and Maryland Capital Enterprises. For the second consecutive year, hundreds of entrepreneurs throughout the East Coast came to campus to film their product pitches for the program's consideration.

▲ Perdue Hall Opened In Fall 2011

▶ 2015 Bernstein Achievement Award Winner 5Pop Football Training Device

▼ Entrepreneurship Competitions

