

# Inside THE SCHOOL OF BUSINESS CLAYTON STATE UNIVERSITY

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NEWSLETTER  
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## SCHOOL OF BUSINESS STARTS NEW YEAR UNDER NEW LEADERSHIP



On January 2, Dr. Jacob Chacko took his place as Dean of the School of Business at Clayton State University and his "To-Do" list is already full. In-

coming Associate Dean Diane Prince's orientation is first on Chacko's agenda. Prince and Chacko will work together through January's faculty evaluation process, providing Prince the opportunity to meet the faculty, study their performance, and discuss plans for the upcoming year. This spring, Chacko and Prince, along with the faculty, intend to focus on the action plan being developed by the strategic planning committee, which will outline the tactics

and timelines necessary to shape the next growth phase for the School. Then this summer Chacko plans to lead a month long study abroad program in India, prepare for the School's move into the new campus building, establish the 4<sup>th</sup> MBA cohort, and work closely with Dr. Michael Tidwell, who will move into the official role of heading up communications and external relations for the School.

With Prince, Tidwell and the rest of the School's faculty and staff, Chacko hopes to focus on building a brand for the School of Business. Chacko wants to "take our message of quality and value to the stakeholders – administration, faculty, students, industry, and advisory board – with the goals of developing more placements for our students, creating more internships, establishing a fully

functional career services office, and raising funds for faculty positions and endowments." He plans to launch an aggressive recruitment campaign with Georgia high schools to increase awareness and draw additional quality students to the School of Business. Chacko also hopes to establish "Centers of Excellence, focusing on professional and executive training and classes for business practitioners. I feel these centers will help develop partnerships for future student placement and fundraising."

Chacko has been with Clayton State for several years, and is known for his passion for the School of Business and student success. With his drive and high energy level, there is no doubt that he's looking forward to the challenges that lie ahead.

## DIANE PRINCE JOINS SCHOOL AS ASSOCIATE DEAN



Dr. Diane Prince joined Clayton State University on January 2 as the new Associate Dean of the School of Business. Previously, Prince served as

Program Chair at Troy University in Augusta, GA; MBA Director and Recruiter for Claflin University in Orangeburg, SC; and Dean of the School of Business and Mass Communication at Brenau University in Gainesville, GA. Prince says she is making the move to Clayton State because "I was excited about the

AACSB accreditation, not to mention the MBA program and new School of Business building, and I was so impressed with the people. There is a great sense of camaraderie between the faculty, staff, and administration. The other thing that really drew me to Clayton was that [former] Dean Bud Miller laid a framework for a smooth transition by grooming Jacob Chacko to be the next Dean. History and experience will already be in place at the School, hopefully I can slip right into the Associate Dean position."

The first-born into a family with six children, Prince calls herself an "overachiever." Her background has equipped Prince with extensive experience in student recruitment, advising,

career development, and problem solving, as well as teaching and managing undergraduate, MBA and Executive MBA programs. She is familiar with the market place in Georgia, South Carolina, and Florida, and has some "big ideas to get Clayton's name recognition out there with information about our programs. I like the idea of making Clayton State *the* university of Atlanta. I want us to dominate the southern perimeter as the business school of first choice."

Prince also has big on-campus plans. She envisions a day care program at Clayton State, perhaps backed by outside funding or an out-

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## MBA PROGRAM STARTS SECOND AND THIRD COHORTS

After a successful start to the MBA program this past fall, the School of Business will start the second and third MBA cohorts in January 2008. The School designed the MBA for working professionals who will take 20 months to complete a rigorous curriculum offered in a lock-step cohort format. The program is comprised of 11 courses, the majority of which meet every other Saturday. The classes are Web enhanced so students only come to class approximately 45 days in a 20-month period.

This past fall, the School expected to begin with 20 students, but there was such an overwhelming response of competitive applicants, that the program admitted 35 strong students for the first Clayton State University campus cohort. However, the students weren't just strong academically speaking, they "exhibited high levels of



motivation, engagement, and involvement, while offering tremendous cultural and experiential diversity," says Lou Jourdan, Associate Professor of Management.

Clearly, the new MBA is meeting a community need for professionals seeking to move their careers to the next level. Similar to the first cohort, the second cohort has also surpassed expectations with 23 graduate students enrolled. The third cohort, referred to as the Fayetteville cohort, will also begin in January and has enrolled 13 graduate students. The Fayetteville cohort is meeting at the world-class Dolce Atlanta - Peachtree conference center in Peachtree City, Georgia (formerly known as the Aberdeen Woods Conference Center).

"We have created a significant niche in the MBA marketplace by being the only Georgia program to emphasize supply chain management, an area critical to all management practitioners in today's competitive global environment," says Jacob Chacko, Dean of The School of Business, "...and to do so in multiple locations."

## UPCOMING EVENTS

### Business Conference

Mr. Glenn Farris, CEO of BioMass Gas and Electric is speaking on, "*Meeting at the Intersection of Business and the Environment*". The presentation is being held in the Downs Continuing Education Bldg. Rm. 101 on Wednesday, February 20 @ 6 p.m. For more info call Mike at (678) 466-4546.

### Speakers Series

Mr. Ercell Charles, VP of Instruction for Dale Carnegie, Inc. is speaking on "*Personal Branding for Today's College Grads*" at 12 p.m. on Wednesday, March 12. Location TBD.

## DIANE PRINCE CONT. FROM P.1

side provider, to support faculty, staff, and non-traditional students. She is also planning to lobby for faculty salary increases to help close the gap with AACSB standards, as well as monies for research and development. And then there's recruiting, which Prince says is something she "really enjoys doing. I'm looking forward to getting out there!"

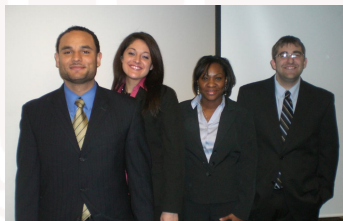
But for the first week on the job, Prince plans to keep things simple. "I want to meet as many people as I can, listen carefully to what's been happening, and see what other people envision as the future of the School of Business. I need to get the feel of the place, but I'm already certain that Jacob and I will make a good team."

## STRATEGY TEAMS SCORES BIG

Operating as a company management team, Ron Howze, Cristina Diaz-Hernandez, Quovadis Jackson, and Josh Germany, scored big in the School's first Web-based business simulation, a new educational experience in the capstone Strategic Management class. In competition with other student teams, the "Baldwin" management team made a variety of business decisions for their sensor manufacturing company in such areas as R&D, production, marketing, and finance over a 7-week period.

Led by CEO Ron Howze, Baldwin outpaced all teams in both class sections, earning the most points across 10 performance categories, including profit margin, market share, productivity, and customer satisfaction. According to Howze, "This was a realistic and challenging experience that really helped integrate the learning from all our courses in the School of Business."

The business simulation, called Foundation®, was developed by Management Simulations, Inc. (<http://www.capsim.com>). "I'm very pleased with the student learning," says Gary May, Associate Professor of Management and course instructor. "Foundation® is an outstanding tool for developing real-world strategic management skills, teaching a whole-systems view, and fostering teamwork skills. It's experiential learning at its best, and I look forward to using the more advanced version, called Capstone® for our new MBA program."



From left to right: Ron Howze, Christina Diaz-Hernandez, Quovadis Jackson, Josh Germany