

BUSINESS @ CLAYTON STATE

School of Business

Letter from the Dean



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Clayton State
...your university

I am very happy to report on the continued outstanding progress of our School because of the talent and commitment of our Associate Dean, Dr. Jacob Chacko, and our faculty and staff. We have completed successfully the fourth year of the five-year process for AACSB Accreditation. Hopefully, we soon will join the prestigious list of AACSB Accredited schools of business.

As a result of the leadership of one of our faculty, Dr. Gary May, and the hard work of representatives of all of our School's stakeholders, we are finalizing a new Strategic Plan, which will guide our activities to 2010. As part of this effort, we have clarified our School's Mission (page 3).

Our students continue to do well. Their scores on the ETS exit exam (an exam taken by business seniors nationally) have increased from the 69th percentile in 2000 to almost the 87th percentile in 2004. Two of our students recently won first place in the undergraduate division of the International Case Competition hosted by the Society

for the Advancement of Management in Baltimore. A major accomplishment for our students and our School!! Perhaps most importantly, our students are finding more exciting career opportunities upon graduation.

Our faculty's accomplishments are remarkable. Not only do they excel in the classroom, but their scholarly activities are noteworthy. Since 2000, publications in referred journals and academic conferences have increased from 27 to over 70 this year. In addition, during the last three years our faculty members have been invited to make eight presentations at AACSB meetings/conferences. I believe very few schools of business in the world have made more AACSB presentations.

I also want to thank those members of our community that have supported our School. Without their investment, we would not have achieved the above results.

Bud Miller
Dean

First Place in SAM International Case Competition

Shawn Nelson and Merrie LaFrenier, both seniors in the School of Business, recently won first place in the Undergraduate Division of the case competition at the 2004 Society for Advancement of Management (SAM) International Conference in Baltimore. The Clayton team competed against teams from Bentley College, Texas

A&M University, Auburn University, Kent State University, University of Illinois and Wright State University, just to name a few. Clayton State students and faculty also gained additional regional and national recognition at the conference. Each of the students

received a **Regional Outstanding Student Award** and Nelson was one of only 11 students to receive a **National Outstanding Student Award**. Dr.

"Shawn and Merrie worked very hard on the presentation and faced difficult competition."

*Michael Deis, Advisor
Clayton State SAM Chapter*

Deis was one of only five faculty advisors to receive an **Outstanding Faculty Advisor Award** at the Baltimore conference.

In addition to having the largest SAM chapter in the country, Clayton State's chapter continues to be one of the most active, receiving the first place **SAM Campus Chapter Performance Program award** for large chapters at the 2004 and 2003 conferences.

The Society for Advancement of Management is the oldest international management organization in the nation, and CCSU continues to have the largest chapter in the country.



(L to R – S. Nelson, M. Deis, M. LaFrenier)

Dr. May Receives Alice Smith Faculty Award



Dr. Gary L. May is the recipient of the 2004 Alice Smith Faculty Award. This is the highest award the University bestows on one of its faculty members every year. Joseph Smith is a local philanthropist who has established the award for Clayton College & State University for an outstanding faculty member. Prior to joining CCSU, Dr. May was the Senior Vice President and Chief Learning Officer of Millbrook Distribution Services, the nations largest distributor of health and beauty care products. He holds a B.A. from Duke University, an M.S. and Ph.D., in Human Resources Development, from Georgia State University. Dr. May teaches Managerial Communication and Leadership courses and has over 14 refereed journal and conference publications. Currently, he is leading the strategic planning process for the School of Business.

2004 Meritorious Award Winners

The following faculty members have been recognized for their outstanding teaching, scholarly accomplishments and professional service over the last year. The award recipients are chosen by the faculty in the School of Business.

Dr. Lari H. Arjomand	The Research Professor of the Year
Dr. Michael H. Deis	The Service Professor of the Year
Dr. Gary L. May	The Professor of the Year
Dr. Adel M. Novin	The Teaching Professor of the Year



2004 Grant Recipients: Drs. Bogert, Deis, D'Souza, Finlay, Novin and Professor Kordecki were awarded the **President's Faculty Development Initiative Grants** in 2004. Drs. Arjomand, D'Souza, Finlay, Jourdan, and Novin received **School of Business Grants** for data collection and analysis for their respective research projects. Drs. D'Souza and Messer received the **Fulbright Hays Scholarships** to participate in trips to the Balkans and South America respectively.

Faculty Scholarship

To remain current in their fields, the faculty members in the School of Business must remain scholarly active. Since launching the bid for AACSB Accreditation in 2000, the business faculty have published over **60 manuscripts in peer-reviewed journals** and made over **200 presentations at academic conferences**. In addition, over the last three years, CCSU's business faculty have made **eight presentations at AACSB Best Practices Conferences** which are mostly reserved for accredited schools and by invitation only. This places CCSU among the leaders in the number of invited presentations at AACSB's Continuous Improvement Symposia in the last three years. Research by faculty has appeared in respected journals such as the Journal of Management Education, Journal of Small Business Management, Academy of Management Journal, Entrepreneurship Theory and Practice Journal, Human Resource Development Review, Human Resource Development Quarterly, Thunderbird International Business Review, Business Communication Quarterly, Personal Psychology, National Public Accountant, Management Accountant, Academy of Educational Leadership Journal, SAM-Advanced Management Journal, Journal of Transnational Management Development, the Journal of Entrepreneurship Education, Business Journal for Entrepreneurs, and International Journal of Business Disciplines.

Future Search 2010

The School of Business is in the process of crafting a new long-term strategic plan to maintain momentum after AACSB accreditation. Under the project leadership of Dr. Gary May, a 25-member team, representing all the stakeholder groups (faculty, students, alumni, employers, university administration, and university services), has worked to answer questions such as the emerging trends in higher education and the resulting needs of our stakeholders. And in light of these trends and needs, what should be the vision, mission, and values of the School of Business. We also explored the core competencies of the School and the strategies and action plans necessary to enhance the core competencies.

The team completed their last work session in April, and the plan is being finalized for presentation to the faculty during the annual retreat in August.

Business Ethics added to the Business Core

Starting in fall 2004, a case-based course in business ethics and corporate social responsibility will be in the required curricula for BBA. This course will require students to analyze a variety of complex business situations and to form and justify plausible decision alternatives that reflect ethical concepts, concern for multiple stakeholder groups, and a range of decision-making criteria, processes, and outcomes. This course is designed to:

- Introduce ethical and corporate social responsibility concepts and suggest how they influence individual and corporate decision-making.
- Improve critical thinking skills and engage students in team discussion and decision-making activities.
- Provide students with opportunities to practice oral and written communication skills.

Business Student Award Recipients

Melissa D. Blount	Wall Street Journal Award
Carola G. Couch	Georgia Society of CPA's Gold Key Award
Darleene A. Dolph	Outstanding Graduate in Accounting
Joshua W. Bartley	Outstanding Graduate in General Business
Jennifer E. Sallee	Outstanding Graduate in Management
Cassandra D. Mosley	Outstanding Graduate in Marketing
Jessie C. Shirley	Outstanding Graduate in Marketing
Kimberly Y. Dixon	Accounting Leadership and Service Award
Cynthia B. Fawcett	Student Entrepreneur of the Year
Kellie L. Lundy	CCSU's Experiential Learning Student of the Year

Georgia Society of CPA's Southside Chapter

The Georgia Society of CPAs Southside Chapter funded the presentations and receptions held by the Accounting Club for Accounting Career Awareness. In addition, the Chapter **awarded \$1000 scholarships** to the following students: Felicia P. Clark; Jamie M. Daniel; Lotus A. Gelibert; Brenda L. Glass; and Todd C. Trent.

Business School Raises Admissions Requirements

In addition to the GPA requirement of 2.28 in specific courses, starting in Fall 2004 students applying to the School of Business will be required to **satisfactorily complete all subject modules of the School of Business Entrance Exam**. The entrance exam will consist of modules in financial and managerial accounting, micro and macroeconomics, quantitative methods and written communication. Students who have a GPA of 3.0 or higher in specified courses will be exempted from taking the entrance exam. We believe that validation of knowledge in these subject modules at the time of admission will enhance retention and graduation rates among business majors. A strong background in the subject areas will increase student success in the BBA program and beyond.

CCSU Accounting

The Clayton State Accounting Club completed another successful year in 2003-04. The Club published its first newsletter in Spring 2004 and plans to publish it regularly. Accounting students and alumni provided income tax assistance to the Southern Crescent community (72 individuals) through the Volunteer Income Tax Assistance (VITA) program. The Accounting Club had Speakers from IRS, Merrill Lynch, and Becker Conviser CPA Review. Subjects included career opportunities within the government, IRS codes on itemized tax deductions, investment opportunities, and changes in the format and the content of the CPA exam. Officers for 2004-05 are Bridgette Bailey -President, Michelle Burney - Vice President, Lejá Pullin - Secretary, An Yu Lo (Angela) - Treasurer, and Holly Roper, Editor of the Accounting Club Newsletter. The faculty advisor of the Club is Dr. Adel M. Novin.

Logistics & Supply Chain Management

During the Spring Semester 2004 **fifteen graduating business students completed the prescribed three-course sequence to receive their specialization in Logistics and Supply Chain Management**. At least five of these have already received job offers, several of which resulted from professional work experience in the Global Distribution and Air Operations Seminar course. Getting an early start on the Logistics/Supply Chain Management Specialization for next year, thirty-five students have enrolled for the Introduction to Transportation and Logistics course for the Summer 2004 term.

Graduating Class Excels Nationally

The graduating class of Spring 2004 **scored at the 87th percentile in the nationally normed ETS major field test**. The ETS major field test or senior exit examination assesses student knowledge in the following eight discipline areas: accounting, business law, economics, finance, international issues, management, marketing, and quantitative methods. In Spring 2004, **over 24,000 seniors attempted this examination nationally and 87 percent of those who attempted scored below our graduating class** in business. High performance in ETS major fields test validates the superior curriculum and high-level of student learning at CCSU. Our student performance in the ETS has increased from 69th in 2000 to 87th percentile in 2004.



Sigma Beta Delta: Clayton State's Sigma Beta Delta Chapter, the International Honor Society in Business, Management and Administration inducted **34 new members** at a ceremony on March 27, 2004. Membership invitations are based on grade point average and were limited to the top 20 percent of seniors and the top 10 percent of juniors in the School of Business. In addition to **31 students, Dr. James Mackin, Associate Provost, Regent Mr. Allen Vigil, and State Senator Gail Buckner** were inducted as honorary members of the Society.

Revised Mission Statement of the School of Business

The mission of the School of Business is to:

- **Prepare** a diverse student body for business and professional careers by providing a quality education.
- **Provide** a student-centered environment, using technology to enhance student learning.
- **Support** faculty in applied and instructional research and service to the profession.
- **Serve** primarily the southern metropolitan Atlanta area.

Update on the School of Business Alumni Association

When we started work on the Alumni Association in March of 2003, the steering committee laid out four objectives for the first year. They were the School Newsletter, Alumni Association Web Site, CCSU Business Conference, and participation in CCSU Homecoming event.

We published our Spring 2003 issue of the **Business@Clayton State** Newsletter in early May. This is the second issue. We presently have our Web site up and running. This will give the School of Business a way to keep up with its Alumni and a way for you to "Network" with former classmates. Other features of the web site will be "Job" postings from local companies; you will be able to read the latest issue of the Newsletter (in "Adobe"), current news about the School of Business and when the next meeting of the Alumni Association will be and where.

The first CCSU Business Conference was on October 23, and we had Judge Michael Baird speaking on the topic of business ethics and Denise Canfield speaking on the importance of communication skills in business today. The second Business Conference was on April 1, 2004 with Mr. Booker Izell speaking on valuing diversity in the workplace. Both conferences were well attended. As you can see from Donivan's article below, we had lots of fun at the 2003 Homecoming festivities.

Ernest Coward, Founding President, School of Business Alumni Steering Committee

Homecoming Breakfast: The Alumni Association would like to share the good news of the Homecoming event on October 25, 2003. It was a wonderful time of meeting friends, faculty and their families. It was nice to see the support of so many School of Business faculty members in attendance. Dr. Harden and Dr. Deis volunteered to cook pancakes for our event. The pancakes and sausage were delicious! While we ate, a magician made the rounds and entertained our children (as well as the adults). He had some truly amazing tricks and threw in a little comedy, as well. I loved the fact that it was a casual and comfortable atmosphere to visit and eat a hot breakfast on a cool morning.

Next year, the School of Business Alumni Association plans to continue and expand this event. We welcome all School of Business graduates to join the Alumni Association and for all future events. Please be on the lookout in the mail and on-line for future meetings and special events. We would love to see you there!!

Donivan M. Aaron, 1999 Accounting Graduate

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