

# Inside THE SCHOOL OF BUSINESS CLAYTON STATE UNIVERSITY

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NEWSLETTER  
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## FAYETTE MBA PROGRAM APPROVED BY REGENTS

On October 9, 2007, Georgia's Board of Regents officially approved The School of Business' proposal to offer an MBA for working professionals in Fayette County beginning January 2008. The School's MBA program began this fall with the first cohort being offered on the Clayton State University Campus. The Fayette cohort courses will be held at the Aberdeen Woods Conference Center in Peachtree City, Georgia.

We are very pleased to have an MBA program for Clayton State," says Dr. Tom Eaves, Associate Provost and Dean of Graduate Studies, "and even more pleased that we can expand this rapidly to include the Fayette and Peachtree City

community." Meeting the Board of Regent's standards for approval of a new academic program is an intricate process that moves from a letter of intent to a formal proposal that is subjected to a system-wide review by all University System of Georgia Institutions before the Board makes their final decision.

The School of Business conducted extensive cost analysis and market research before submitting a proposal, but according to Eaves, local support was a deciding factor as "this expansion would not have been possible without strong community support from city and county governments, as well as the Chamber of Commerce and

local private business."

With the Board of Regent's approval in place, the School of Business can move ahead with its marketing and recruiting plans for January of 2008. According to



Michael Deis, MBA Director and Associate Professor of Management,

"Now we can actively move forward with advertising in local newspapers and radio stations. I am also actively meeting interested applicants at my office and setting appointments with local businesses to discuss the benefits of an MBA for their employees."

## NEW CAREER SERVICES PROGRAM IMPLEMENTED

From course scheduling to internships, academic advisors have been available to help students plan their overall academic experience. Career planning services, however, were generally available to only juniors and seniors, but that is about to change as the School of Business initiates its new Career Services Program.

This semester the School is piloting a new program where students will encounter career-planning modules throughout their time at Clayton. "The School felt that students need to be more informed earlier in their academic career in terms of skills, interests,

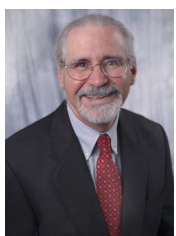


and career research" says Michelle Terrell, Career Advisor, "so that students are equipped with information to make better major and

career choices." As freshman, students will take course CSU 1022-University Foundations, where they will undergo a career planning assessment. As upperclassmen, students will encounter a number of career related topics such as resume writing and interviewing skills embedded in management and communication courses. According to Terrell, the plan should be fully operational by fall 2008. In addition, advisors will continue to support students with guidance for career stepping-stones such as study aboard, job fairs, mock interviews, and internships.

## STRATEGIC PLANNING PROCESS AHEAD OF SCHEDULE

Future Search 2013 is the Clayton State University School of Business' current strategic planning initiative.



According to Associate Professor Gary L. May, Chair of the Strategic Planning Committee, this project builds

on the previous strategic

plan, which led to AACSB accreditation. With the accreditation established in 2006, the new task is to move the School to the next level – toward a vision of being recognized throughout the Southeast for quality programs, successful graduates, and the ability to meet the needs of the business community.

The School created a steering committee that is

responsible for conducting research, collecting data, and gathering input from stakeholder groups, which include faculty and staff, university administration and staff, students and alumni, and employers and advisory members. Each committee member is responsible for working in liaison with one stakeholder group, conducting a series

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## STRATEGIC PLANNING PROCESS (CONTINUED FROM PG. 1)

of meetings to explore three research questions:[1] What do we want our school to look like in 2013 in terms of size, academic programs, students, alliances, and academic organization? [2] How can we significantly improve our external relations? and [3] How do we measure and report success to the stakeholders? Using this unique process to gather data, the committee will draft the set of tactics and timelines necessary to shape the next growth phase for the School. After the fact finding meetings are complete, the steering committee is responsible for presenting data in a decision making format to the School of Business faculty to help determine how the School will develop over the next 5 years.

The implementation date for Future Search 2013 is August of 2008, but according to Dr. May, "We're currently ahead of schedule, and we just can't wait to find out what's in store for the School of Business."

## FACULTY UPDATE

Nikki Finlay is the Track Chair for Accounting, Business Ethics, Business Law, Information Piracy and Security for the 2008 SE Decision Science Institute (DSI) Meeting in February, 2008 in Orlando, FL. DSI is a professional organization of academicians and practitioners interested in the application of quantitative and behavioral methods to the problems of society.



## FACULTY PUBLICATIONS AND CONFERENCE PRESENTATIONS

**Bullen, M.** (2007). *Capital Investment Analysis*. Accounting Institute Conference of the Georgia Society of CPAs, Athens, Georgia.

**Bullen, M., Butterfield, S., & Kordecki, G.** (2007). *Using Technology at Clayton State University in Intermediate Accounting and Tax Courses*. Proceedings of the Georgia Association of Accounting Educators Annual Meeting, Gainseville, GA.

**Dorestani, A. & Arjomand, L.H.** (2007). *Job Stability of African Americans*. Southeast Decision Science Institute Annual Meeting.

**Furman, D. & Menter, L.** (2007). *Should Distributive Justice be Used as a Basis for Ethics Courses*. Ethics & Critical Thinking Journal.

**Khairandish, R., Mousavi, S., & Arjomand, L.** (2007). *What Are the Extent and Determinants of Mobility in Iran?* Southeastern INFORMS Conference, Myrtle Beach, SC.

**Kordecki, G.S.** (2007). *Issues for Financial Statement Reporting and the External Accountant's Assurance Services in Implementing Financial Interpretation 48*. Semi-Annual Conference, Coastal CPAs, Charleston, South Carolina.

**Kordecki, G.S.** (2007). *Using Rubrics to Improve Critical Thinking and Written Communication*. Insights to a Changing World Journal, 4.

**Mascaritolo, J.** (2007). *Resilience in the Supply Chain: A New Fundamental*, annual conference, Council of Supply Chain Professionals (CSCMP), Philadelphia, Pennsylvania.

**May, G. & Tidwell, M.** (2007). *Assurance of learning: Implementing a uniform assessment process across multiple sections of a managerial communication course*. Proceedings of the Association for Business Communication, Washington, DC.

**Messer, G., Deis, M. & Noe, W.** (2007). *Honey, I Need My Pecans! A Supply Chain Management Case Study*. The Business Journal for Entrepreneurs.

**Nakos, G. & Deis, M.** (2007). *What Motivates Small and Medium-Sized Firms to Export: The Importance of Size and Intensity of Exports*. Book Chapter in Global Economy: Challenges in Developing and Transition Economies. Warsaw University Press.

**Nakos, G. & Hajidimitriou, Y.** (2007). *The Impact of National Animosity on Consumer Purchases: The Modifying Factor of Personal Characteristics*. Journal of International Consumer Marketing, 19, 3.

**Novin, A. & Bullen, M.L.** (2007). *Investigation of the Relative Importance of Various Internal Controls for Small Businesses from the Students' Point of View*. Proceedings of the 37th Annual Meeting of the Southeast Decision Sciences Institute, Savannah, Georgia.

**Novin, A. & Bullen, M.L.** (2007). *Time to Change the Traditional System for Evaluation of Faculty Performance*. Proceedings of the SE Institute for Operations Research and Mgmt Sciences Annual Meeting, Myrtle Beach, SC.

**Odom, S.E. & Deis, M.H.** (2007). *An American perspective on the implications for business and health care of the Nordic welfare model*. Health Education Journal, 66, 4.

**Thompson, M., Deis, M., & Porter, R.** (2007). *Identifying Measures of Success for Non-Traditional Students in Learning Communities*. E-Journal of Teaching and Learning.

**Tidwell, M.** (2007). *Assessing How Intelligence Influences Newcomer Socialization within Complex Job Environments*. International Journal of Management Theory and Practices, 8, 1.

**Tidwell, M. & Terrell, M.** (2007). *An Empirical Investigation into the Relationship Between Leadership and Student Retention at Historically Black Colleges and Universities*. International Association of Business and Public Administration Conference, Texas.

**Whiting, A.** (2007). *Toward an Understanding of Services and Service Quality in B2B Environments*. Insights to a Changing World.

**Williams, V. L. & Finlay, N. M.** (2007). *Impact of a Successful Television Series on Acting Careers: An Exploratory Study*. Proceedings of the SE Decision Sciences Institute Annual Meeting.