

Business@Oswego.edu

SUNY OSWEGO

SCHOOL OF BUSINESS NEWSLETTER
VOLUME 12, ISSUE 1, FALL 2012

Dean's Message



SUNY Oswego traces its roots to the Oswego Primary Teachers' Training School, which was founded in 1861 by Edward Austin Sheldon as a way to train teachers using the emerging object learning method. The Oswego

Method of teaching combined object learning with in-school training. This innovative method influenced the world of education as Oswego graduates radiated out across the growing United States—and as far as Brazil, Japan and the Philippines—to set up schools, lead colleges and teach. SUNY Oswego and the School of Business continue this tradition of experiential education and international impact. In this newsletter, you will read about students who receive valuable experience with internships and co-ops. Alex Kingston received a Fall 2012 co-op appointment with Biogen Idec in Boston. Working in the Internal Audit department, Alex tests internal controls of various processes including those of some of the international affiliates. His co-op included a three week assignment in Zug, Switzerland. Cydni Williams, a double major in Marketing and Graphic Design, has interned with Google over the past three summers, each time at a different location and with a different assignment. Although Cydni and Alex are profiled in the newsletter, many of our students have similar opportunities to integrate classroom learning with professional experiences. The School of Business is impacting education across the world. Over the past five years, we have hosted 19 international scholars, most of whom have stayed for one year to conduct research, observe classes and interact with the college community. Funded by their universities, governments or private foundations, the scholars chose SUNY Oswego because of the reputation of its faculty. I hope that you enjoy reading the newsletter. Please feel free to contact me if you would like more information on any of the features.



School of Business Mission Statement:

The mission of the School of Business is to prepare students as competent and ethical professionals; to produce scholarly research that advances knowledge and contributes to learning and the practice of business and its related disciplines; and to serve as a resource for the local, regional, and global community.

School of Business Updates

Part-time MBA Ranked by U.S. News

The part-time MBA program was recently ranked #200 by U.S. News & World Report, which is the first time that we have received a published numerical ranking. We tied with Appalachian State University and St. John's University. We were ranked ahead of Bloomsburg University, LeMoyne, Binghamton, Ithaca, University of Scranton, St. Bonaventure University, Salisbury University, Indiana University Southeast, Eastern Michigan University and Cleveland State University (Nance) to name a few.

<http://grad-schools.usnews.rankingsandreviews.com/best-graduate-schools/top-business-schools>

MBA Concentration in Health Service Administration

Beginning this academic year the School of Business began offering an MBA with a concentration in Health Services Administration (HSA). This is part of the effort by SUNY Oswego to provide educational opportunities in support of SUNY's strategic plan component that addresses Healthy New York initiatives, and further Oswego's desire to serve its communities by providing graduate education where needs have been clearly defined.

The MBA with an HSA concentration is best suited for those who seek to enhance their professional aptitude or obtain the credentials necessary for advancement in health administration. It will also serve those with a desire to work in healthcare management and require foundation course work.

The HSA portion of the coursework encompasses a variety of topics that when integrated with the business and management coursework of the MBA, provide a solid foundation for the increasingly complex business of healthcare management. The concentration courses are: Health Care Systems, Managerial Epidemiology, Financial Management of Health Care Organizations and Issues in Health Law. For those interested, a course in Nursing Home Administration has also been developed. Additionally, the courses needed to satisfy the New York State Board of Nursing Home Examiners (NYSBNE) requirements can be obtained.

All of the HSA coursework is delivered online only. The MBA portion of the degree can be taken online as well, but students desiring a classroom experience will be able to take classes at the Metro Center in Syracuse.

Five-Year Program in Broadcasting and MBA

SUNY Oswego's Master of Business Administration Program (MBA) and the Broadcasting - Mass Communications Program have joined together to create a five-year program in which students will earn a bachelor's degree in broadcasting and at the end of the fifth year, an MBA degree. Commencing in the Fall 2012 semester, the program is designed to provide students with a solid foundation in broadcasting and business for a strong career path. The School of Business appears every year on the Princeton Review's "Best Business Schools," while the Academy of Television Arts and Sciences lists the broadcasting program among the nation's outstanding television, film and digital media programs.

Shanghai Normal University 2+2 Agreement Update

The School of Business signed a 2+2 agreement with Shanghai Normal University in China. Students majoring in Finance or Risk Management and Insurance can study for two years in China before transferring to SUNY Oswego to complete their undergraduate degree. Students will receive baccalaureate degrees from both institutions. The new agreement joins existing agreements with Nanjing University of Science and Technology and Zhejiang Sci-Tech University. Dr. June Dong, Professor of Management, recently met with potential students while in Shanghai.

School of Business Ethics Committee

A faculty committee will work with Philosophy Professor and School of Business Ethics Coordinator Laura Papish to enhance our Ethics Program. The items to be considered include: a review of the Expectations of Professional and Ethical Behavior; a review of the Primer on Ethics; recommending a strategy for integrating ethics within the curriculum; and developing a plan to communicate the ethics program to faculty, staff and students.

School of Business Writing Fellow

The School of Business, the Writing Across the Curriculum Program, and the Writing Center are very happy to announce a pilot program, with support from the Provost's Office, which will provide a Writing Fellow for the School of Business during the Fall 2012 semester. The appointed Writing Fellow, James Pangborn, will spend ten hours a week working with faculty who teach business courses that involve student writing. James will also collaborate with the Writing Center to help provide instruction in writing for Rich Hall.

* * * * *

Faculty Email Addresses

Steven Abraham- steven.abraham@oswego.edu
Ashraf Attia- ashraf.attia@oswego.edu
Joan Carroll- joan.carroll@oswego.edu
Pamela Cox- pamela.cox@oswego.edu
Donald Cram- donald.cram@oswego.edu
Dean Crawford- dean.crawford@oswego.edu
June Dong- june.dong@oswego.edu
Ann Edwards-
annlorraine.edwards@oswego.edu
Barry Friedman- barry.friedman@oswego.edu
John Huonker- john.huonker@oswego.edu
Efstathios Kefallonitis-
e.kefallonitis@oswego.edu
Raihan Khan- raihan.khan@oswego.edu
John MacDonald- john.macdonald@oswego.edu
Larry Maher- larry.maher@oswego.edu
Mary McGowan- mary.mcgowan@oswego.edu
David McLain- david.mclain@oswego.edu
Sarfraz Mian- sarfraz.mian@oswego.edu
James Molinari- james.molinari@oswego.edu
Andrea Pagano (Zielinski)-
andrea.pagano@oswego.edu
Xiaoyu Pu- xiaoyu.pu@oswego.edu
Hema Rao- hema.rao@oswego.edu
Mary Rodgers- mary.rodgers@oswego.edu
Gary Scherzer- gary.scherzer@oswego.edu
Kenneth Shaw- kenneth.shaw@oswego.edu
Charles Spector- charles.spector@oswego.edu
Thomas Tribunella-
thomas.tribunella@oswego.edu
Eric Tsai- eric.tsai@oswego.edu
Hong Wan- hong.wan@oswego.edu
Ding Zhang- ding.zhang@oswego.edu

* * * * *

Visiting Scholars

Dr. Jianxiao Chen

(August 2012 – August 2013)

Dr. Chen is a faculty member in the School of Economics and Management at Chang'an University, Xi'an Province, China. Dr. Chen received funding from the Chinese Scholarship Council and will be researching supply chain management and strategic business relationships.

* * *

Dr. Zeynep Hatunoglu

(June 2012 ~ August 2013)

Dr. Hatunoglu is an Associate Professor in the Department of Business Administration at Kahramanmaraş Sütçü İmam University in Kahramanmaraş/Turkey. Funded by the Turkish Higher Education Council, she is researching cost accounting, auditing, and International Financial Reporting Standards, in particular Section 28 dealing with Employee Benefits.

* * *

Dr. Zhan-Xia Wu

(July 2012 – July 2013)

Dr. Wu is an Associate Professor of Accounting at the Shanghai Institute of Foreign Trade in Shanghai, China. Dr. Wu will be researching comparative accounting information.

International Interaction



Pictured above, left to right: Shusheng Sun, Honglin Yang and Jun Ma, with graduate student YinYin Chen and Dr. Hong Wan.

Faculty Updates

New Faculty Welcome



Dr. Mary Tone Rodgers joins the faculty as the Marcia Belmar Willock Professor of Finance. Completing her MBA in Finance at Northwestern University in Evanston, IL in 1981, Dr. Mary Tone Rodgers worked at Merrill Lynch Pierce Fenner & Smith in a variety of capacities for 30 years before earning her doctorate at Pace University in New York City in 2011. As a CFA Charterholder, Mary continues to advise clients in asset management today. Her research centers on how financial crises unfolded in history and how they were resolved. As Director of the Gordon Lenz FIRM Center, Mary will work to develop additional career opportunities for finance majors.



Dr. Xiaoyu Pu joined the SUNY Oswego School of Business in 2012 as an Assistant Professor in Management. Dr. Pu received her PhD in International Business from Rutgers Business School. Her dissertation examines the intra- and inter- firm knowledge sourcing behaviors of an MNC subunit and how this influences the subunit in being competence creative rather than competence exploitative. Her dissertation was nominated for Best Dissertation Proposal Award in AIB 2011.

Dr. Sarfraz Mian Awarded 2012 SUNY Chancellor's Award



Dr. Sarfraz Mian received the 2012 SUNY Chancellor's Award for Excellence in Scholarship and Creative Activities. Dr. Mian joined the School of Business in 1992 and currently serves as the chair for the Management & Marketing Department.

http://www.oswego.edu/news/index.php/site/news_story/scholar_award_2012

Business Research Consortium Conference

In alignment with our mission of encouraging professional development, community outreach, and intellectual contributions, the School of Business hosted the 7th Annual Business Research Consortium Conference of Western New York on April 21, 2012. The conference featured over 60 presentations from academics across upstate New York. Representatives from many institutions attended the conference such as Canisius College, SUNY Brockport, SUNY Geneseo, Hobart and William Smith College, Niagara University, St. Bonaventure University, Nazareth College, SUNY Fredonia, and St. John Fisher College.

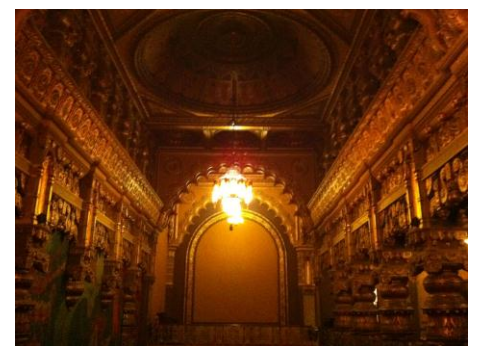
Dr. Barry Friedman Designated as a Fulbright Program Specialist

The Fulbright Program is an international educational exchange program sponsored by the U.S. government. The goal of this program is to increase mutual understanding between the people of the United States and the people of other countries. Introduced by Senator J. William Fulbright in 1946, legislation for the program was sponsored by the United States Department of State's Bureau of Educational and Cultural Affairs.

Dr. Barry Friedman has been accepted as a Fulbright Specialist. The program delivers grants to qualified faculty and professionals in the United States to engage in short term projects in more than 100 countries worldwide. The projects involve strengthening and supporting development needs of the hosting abroad institutions.

Marketing Management Class Conducts Live Project at Landmark Theatre

In the Spring 2012 semester, Dr. Stathis Kefallonitis' MBA 514 Marketing Management class worked on a 'live' marketing project aiming to support the activities of the Landmark Theatre in Syracuse, NY. The support of the SUNY Oswego Metro Center Director and staff, along with administrative aid from the Oswego Campus and the School of Business made this a fruitful and exciting synergy. During the course, students developed marketing plans promoting Landmark Theatre and its commercial/window space and also provided practical advice and concrete examples of advertising techniques. Greg Nucifora, MBA student and employee of BNY Mellon, developed a Community Partnership program that raised funds for the Theatre.



In Fall 2012, SUNY Oswego and Landmark Theatre continued their partnership by offering an internship to a graduate marketing student. MBA student Lauren Capozzi was selected to work as an intern, providing marketing and promotional insight to Landmark Theatre.

Summer Scholars Program

Faculty members Don Cram and June Dong supervised two students this summer on a collaborative research project. The project uses transportation scheduling algorithms to analyze the Oswego County Opportunities "Meals on Wheels" Program. The results will be used to optimize the delivery schedule, saving time and money for the organization. This is a great example of a research project that involves students and benefits the community.

* * * * *

Student Organizations

Accounting Society

- **President** – Kyle Brayton, kbrayton@oswego.edu
- **Faculty Advisor** – Andrea Pagano, andrea.zielinski2@oswego.edu

American Marketing Association (AMA)

- **President** – Kelsey Harvey, kharveh@oswego.edu
- **Faculty Advisor** – Dr. James Molinari, james.molinari@oswego.edu

Beta Alpha Psi (BAP)

- **President** – Lindsey Martell, lmartell@oswego.edu
- **Faculty Advisor** – Andrea Pagano, andrea.zielinski2@oswego.edu

ENACTUS (formerly SIFE)

- **President** - Sean Sharp, sharp@oswego.edu
- **Faculty Advisor** - Dr. Raihan Khan, raihan.khan@oswego.edu

Financial Management Association (FMA)

- **President** – Eyub Yegen, eyegen@oswego.edu
- **Faculty Advisor** – Dr. John MacDonald, john.macdonald@oswego.edu

Investment Club

- **President** – Matthew Hausman, hausman@oswego.edu
- **Faculty Advisor** – Dr. Mary Rodgers, mary.rodgers@oswego.edu

Phi Beta Lambda (PBL)

- **President** – Megen Carson, mcarson@oswego.edu
- **Faculty Advisor** - Dr. Steven Abraham, steven.abraham@oswego.edu

Society for Human Resource Management (SHRM)

- **President** - Michelle Cash, cash@oswego.edu
- **Faculty Advisor** - Dr. Barry Friedman, barry.friedman@oswego.edu

* * * * *

Fall 2012

Alumni Symposium Guests

- **Sam Lupo '77:** President – Sam A. Lupo & Sons, Inc.
- **Greg Peel '94:** Regional Sales Manager – Paychex Inc.
- **Kelly Richards '12:** Executive Team Leader in Human Resources – Target
- **Paloma Sarkar '11:** Loan Operations Analyst – Pathfinder Bank
- **Jennifer Shropshire '86:** Consultant to Non-Profits – Edward F. Swenson & Associates, Inc.
- **Tim Thomas '04:** Employee Benefit Consultant – Brown & Brown Empire State
- **Jim Walsh '87:** President – Alliance Relocation Services

If you are interested in participating in a future Alumni Symposium, please send us an email or give us a call.

Email: business@oswego.edu
Phone: (315) 312-3168

Student News

SIFE to be Known as ENACTUS



SIFE Worldwide has launched a total rebranding effort to better encapsulate the organization's vision of becoming an international proponent of entrepreneurship and free market economics. Due to Students in Free Enterprise (SIFE) being a phrase entirely in English, it was found to be a deterrent in the expansion of the organization to overseas markets. As a result, SIFE Worldwide launched an extensive research effort into rebranding the organization. The name that their research found to best suit the mission and vision of the organization is Enactus. While a standalone word, Enactus is also an acronym for:

ENTrepreneurial: Having the perspective to see an opportunity and the talent to create value from that opportunity.

ACTion: The willingness to do something and the commitment to see it through even when the outcome is not guaranteed.

US: A group of people who see themselves connected in some important way; individuals that are part of a greater whole.

The principles of the organization remain the same; this change is to better suit the mission of the organization as a whole.

Financial Management Association

The Financial Management Association (FMA) is a financial fraternity, leadership academy, and national honor society. The SUNY Oswego chapter is the only superior chapter in the State of New York. Our faculty co-advisors are two of only seven award-winning advisors in the world. Every year, FMA members travel to conferences across the nation in places such as Las Vegas, NV, Chicago, IL, Dayton, OH, and New York City. FMA offers SUNY Oswego students an unparalleled opportunity to build resumes and work as part of a team.

Student Investment Club

The Student Investment Club has begun to actively manage a portion (\$100,000) of the Gordon Lenz Center for Finance, Insurance and Risk Management (FIRM) endowment. With membership of over 40 students, smaller study committees of three to five members are organized by industry sector. They research potential investments and present their recommendations to the club's membership and advisory board consisting of two faculty, a representative of the Foundation Board, and two external alumni advisors. To date, the Club owns shares in Home Depot, General Electric, Microsoft, Lorillard, Century Link and Intel.

Volunteer Income Tax Assistance

Accounting students under the guidance of faculty members Dean Crawford and Andrea Pagano provided income tax assistance through VITA (Volunteer Income Tax Assistance) to over 300 low and moderate income households in Fulton and Oswego in Spring 2012. VITA will be offering the same services for the upcoming tax season as well.

COAP Program

The COAP (Career Opportunities in the Accounting Profession) program, founded in 1987, is designed to target traditionally underrepresented students in the accounting field. The program invites a group of high school students to visit the SUNY Oswego campus during the summer for a few days and study accounting. The experience also gives students a preview of college life. This gives students an opportunity to explore the field of accounting and decide if an accounting career sparks their interests. All sessions are instructed by experts with firsthand experience and knowledge. Professors Chuck Spector and Dean Crawford help organize this event with the New York State Society of Certified Public Accountants.

International Business Minor

Students interested in an international business career are encouraged to minor in International Business (IB). The IB minor has two tracks, one for business majors and the other for non-business majors. The track for business majors requires students to take three globally orientated business courses and four globally orientated non-business courses. Additionally, students are required to have 3 credits of course work in a minimum four week international experience. The IB minor paired with a business major prepares students for a career in international business. Employers staffing for international positions, seek a functional expertise that a major provides, like accounting, finance or marketing, with an understanding of global issues realized through the IB minor.

Alumni Symposium

In a combined effort, the School of Business and the Alumni Association hosted the Alumni Symposium on November 8th and 9th. Each year, the symposium brings back accomplished alumni to campus to speak in business, economics and mathematics courses relating to their field. In addition to class presentations, students are invited to set up one-on-one meetings with alumni which provide networking opportunities and career investigation.



Jennifer Shropshire '86

FMA President, Eyub Yegen, commented that the Alumni Symposium was an outstanding opportunity for not only him but FMA as a whole. Additionally, Eyub was able to conference with alumni who went through the same program he is in and were able to give him some insight on the program and future career explorations.

Dean's Advisory Board Members

The School of Business Dean's Advisory Board meets twice a year, once in the spring and once in the fall.

Kevin Bryans '89 - Chief Financial Officer, Polaris Library Systems

Joseph Chemotti '90 - Partner, Dannible & McKee, LLP

Diane Cooper-Currier - Executive Director, Oswego County Opportunities

Michael Durney '83 - Senior Vice President of Finance & Chief Financial Officer, Dice Holdings Inc.

Jocelyn Egan '84 - Senior Vice President of Discovery Solutions, Discover Communications, Inc.

J. Russell Findlay '89 - EVP, Global Marketing and Client Strategy, NuVista Strategies, Inc.,

Jeffrey Gibbs '80 - Vice President of Internal Audit, Biogen Idec, Inc.

Jeffrey Grimshaw - Director, Office of Business & Community Relations, SUNY Oswego

Tracy Higginbotham '86 - President, Women TIES

Matthew Jenal '78 - Chief Financial Officer, Cadogan Management

Matthew Labovich '94 - Partner, PriceWaterhouseCoopers, LLP

Michael Lisson '94 - Partner, Grossman St. Amour Certified Public Accountants, PLLC

Patrick Murphy '74 - Chief Human Resources Officer, Ensign-Bickford Industries, Inc.

Michael Paez '80 - Senior Vice President, Commercial Vehicle Market Manager, Sovereign Bank

Robert Pagano '84 - President, ITT Industrial Process

Thomas Schneider - President and Chief Executive Officer, Pathfinder Bank

Curt Schultzberg '87 - Vice President, Corporate Development, AXA Equitable

Gregory Suarez '09 - Investor Services Representative, Morgan Stanley Fund Services

Lisa Tamilia '89 - District Sales Manager III, Erie Insurance

Timothy Thomas '04 - Employee Benefit Consultant, Benefit Consulting Group

Mary Vanouse '78 - Director of Community Development, City of Oswego

Jacqueline Wilbur '82 - Executive Director for Masters Programs, MIT Sloan School of Management

John Wooley '78 - Human Resources Director, Alcatel-Lucent

Co-ops and Internships

Alex Kingston with Biogen Idec



Because of alumni efforts, School of Business students have participated in internships and co-ops with a variety of companies including Biogen Idec, W.R. Grace, PricewaterhouseCoopers, Gypsum Express and KPMG. Senior Accounting Major, Alex Kingston is currently participating in a co-op with Biogen Idec in Zug, Switzerland. Alex commented on his co-op experience thus far.

"The co-op was such a great eye opener for me. I was able to experience different personal and workplace cultures. SUNY Oswego and Biogen gave me an opportunity to really expand my potential and I'm glad they had the confidence in me to get the job done. It has allowed for real mastery of my work."

Cyndni Williams with Google

School of Business student Cydni Williams, who majors in Marketing with a minor in Graphic Design, interned at Google for the past two summers. She first interned for Google in San Francisco, California in 2011 where she researched and designed marketing materials for YouTube to present to potential advertisers on the video platform. The materials she produced were, and still are, used to present hard facts to advertisers, showing that their target audience can be easily reached through YouTube.



Her most recent placement with Google as an AdWords Account Strategist in Ann Arbor, Michigan allowed her to work with small and medium business advertisers to improve their performance on search, display, video, and mobile platforms to reach their prospective customers. Cydni comments on her experience with Google: "Interning at Google for two summers has been a life changing opportunity for me. All of my experiences have really brought home everything I've learned as a student in the School of Business. Each fall I return, I am able to understand the material on a more personal and applicable level."

Cydni also stated that she is looking forward to starting her career at Google following her graduation from SUNY Oswego in 2013.

Risk Management & Insurance Students Attend CPCU Conference

RMI students Jay Willer and Taylor Mohr received funding from the Chartered Property Casualty Underwriters (CPCU) to attend their Annual Meeting and Seminars in Washington, D.C. from September 8-11. Jay Willer expressed the following about attending the conference:

"I thought that the conference was incredibly helpful not only for understanding how important a CPCU designation can be but also because it offered quite a lot in the realm of networking. My Student Mentor was from an insurance company in Milan and therefore I learned quite a lot about the international aspect and lack of knowledge when dealing with Risk Management and Insurance. There are many countries (specifically those included in BRIC) that have not utilized insurance or risk management to the fullest. There was also a large portion of this conference that catered to the younger inductees as a way to help them stay with the program and not only pay dues, but also stay involved in the insurance community. I think it was a great opportunity and I wish that more students could fully utilize the opportunity in the future."

* * * * *

We love to get feedback on our newsletter.

If there is anything in particular that you would like to see in future issues, email or call!

School of Business Dean's Office

Phone: (315) 312-3168

Fax: (315) 312-5309

Email: business@oswego.edu

Design, Editing & Production:

Terri Bouffard, Administrative Assistant

Ashley Malchoff, Graduate Assistant

Contributors:

Richard Skolnik, Dean

Jim Russell, Photography

Please feel free to visit our website!

www.oswego.edu/business



Business@Oswego.edu

Published by the School of Business