



# COVID-19 AND FSU COB'S EMPHATIC RESPONSE

In February 2020, the World Health Organization announced an official name for a mysterious new disease: SARS-CoV-2, otherwise known as COVID-19. The viral disease descended upon the world, infecting us on a scale not seen in over 100 years. As of this writing, we are still fighting this deadly virus, with COVID-19 having infected over 100 million people worldwide and taken almost 22 million lives. The United States has now lost more people to COVID-19 in the past year than we lost in four years during World War II, the bloodiest war in U.S. history.

During the early phases of the virus throughout the United States through early March 2020, FSU and the College of Business, in tandem with the University System of Maryland, and based on guidance from the Centers for Disease Control and Prevention, the Maryland Department of Health, and the Allegany County Health Department, began to proactively prepare for swift action in making the needed modifications in order to keep our students, faculty, and staff safe.

The entire university community pivoted, seemingly overnight, from face-to-face instruction and interaction to a purely online modality. Rigorous social-distancing guidelines were followed, widespread access to campus facilities was curtailed, and a flexible, telework model for most administration and staff personnel was put in place following Spring Break 2020.

The campus community, along with the world, soon found themselves interacting with each other via video-conference platforms such as Microsoft Teams, WebEx, and Zoom.

Perhaps the most painful outcome of this "new normal" was the cancellation of all in-person activities and events across campus, including Spring Commencement and the College of Business' Annual Honors Reception in May 2020. Frostburg also canceled Fall Commencement 2020, but no one is yet sure about Spring Commencement 2021. No matter the department or division, all parts of the campus community have been impacted by losing their live in-person daily interactions. Plays, musical performances, guest lectures, workshops, athletic events, and parties were all canceled, and we were all left asking when we would be together again.

The impact of COVID-19 on the University and the College of Business has been immense in operational terms. On a gratifying note, however, the College was better prepared for the emergency than several other units on campus because its MBA program has been online for nearly a decade, and most of the College faculty members have already been adept at utilizing the Canvas learning management system for their courses. Because it is likely that the online modality will continue to play an ever-increasing role in higher education, even after the COVID-19 conditions have

subsided, the CoB is well-positioned to take advantage of these trends, with a faculty body that is technologically proficient and innovation-embracing.

We cannot deny that COVID-19 has been a watershed event in the history of Frostburg State University and early projections of its impact are sobering. However, this event also affords the College of Business a new and exciting opportunity to harness its organizational capacities for vision, ingenuity, adaptability, and resilience that will enable it to continually re-imagine its core mission and fuel its path forward.

## INSIDE

### Marketing Club Makes the Best of a Difficult Situation

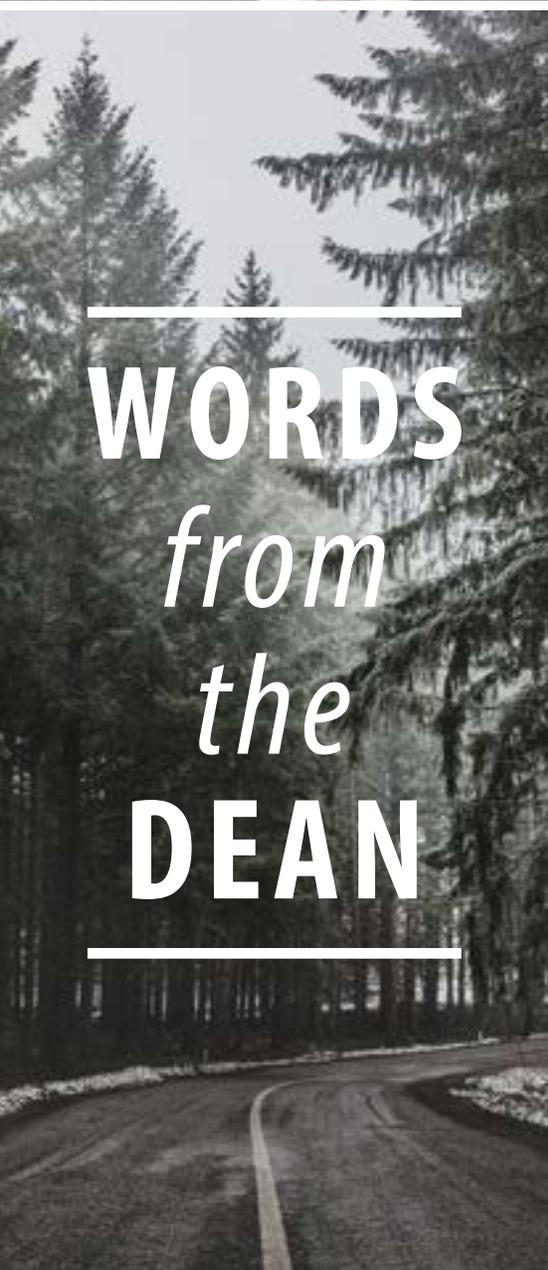
Students pull together to support and socialize, despite COVID-19 pandemic

### Meet CoB's 2020 Commencement Speakers

Noelle Otto (BUAD) and Matthew Maust (BUAD) represent CoB in May and December

### MBA Program Happenings

Post-Baccalaureate Certificates and new online ranking give FSU MBA possibilities for future enrollments



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# WORDS *from* the DEAN

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Dear Friends, and Colleagues,

Welcome to the Spring - Fall 2020 Newsletter from the College of Business!

This edition of the newsletter is being brought to you against the backdrop of an ongoing COVID-19-induced pandemic that has wrought – and continues to impose – unparalleled economic and public health hardship on a global scale.

We hope that the accompanying rendition of events and achievements will demonstrate that while many events and activities were performed either canceled or postponed, the spirit of the community remained undaunted and unbroken.

We enter the spring 2021 semester on an optimistic note and with pride in the quality and commitment of the faculty, staff, students, alumni, and the Advisory Board of the College of Business. As always, please continue to offer your ideas and suggestions on how we can script an improved narrative in our march to the future.

As we embrace a new year and a new season, let me leave you with the resonant words of the poet, T.S. Eliot:

*“For last year’s words belong to last year’s language  
And next year’s words await another voice.”*

Most warmly,

**Dr. Sudhir Singh**  
*Dean, College of Business*

# RENOWNED GUEST SPEAKER VISITS PROFESSIONAL DEVELOPMENT CLASSES

In Spring 2020, students in Ms. Heidi Shadel's MGMT 110 and MGMT 310 classes had the opportunity to hear from guest speaker, Mr. Damon Lester, president of the National Association of Automobile Dealers (NAMAD). Mr. Lester along with his sons, Jaylan and Justin, visited the FSU campus in February and spent the day meeting with various faculty and representatives from Enrollment Management and Admissions before stopping by Dunkle Hall to speak to the College of Business Professional Development classes.

Mr. Lester shared with the students about his work with NAMAD, which is committed to increasing equitable access for minority entrepreneurs and employees in the automotive retail sales,

supplier, manufacturing, and service sectors. As president, he is responsible for membership outreach and recruitment, industry relations, dealership development, and government and media affairs.

He also spoke about the auto industry being a driver of the economy as well as the challenges the industry is currently facing with a decline in technicians in their factories and dealerships. Finally, he touched on the various innovations that manufacturers are making such as autonomous vehicles and increasing the levels of vehicle connectivity.

A graduate of Temple University, Mr. Lester has won many awards including The Network Journal's 40 Under 40

Achievement Award, The Rainbow/PUSH Coalition Emerging Leader Award, The Savoy Magazine Leadership Award, and the Real Times Media Vanguard Award. In addition, he was inducted into The HistoryMakers in 2018, which is a non-profit research and educational institution committed to preserving and making accessible the untold personal stories of both well-known and unsung African Americans. Each HistoryMakers interview is filmed and stored in the Library of Congress.

The students had the opportunity to ask questions and Mr. Lester was gracious to answer them as well as provide advice to the students regarding future career endeavors and internship possibilities.



*Ms. Heidi Shadel, Lecturer for MGMT 110 and MGMT 310, and Dr. Sudhir Singh, Dean of the College of Business, present guest speaker, Mr. Damon Lester, with a certificate of appreciation from the College.*

# MARKETING CLUB STAYS STRONG TOGETHER



*Alyssa Barkdoll (BUAD) and Amanda Borsa (BUAD) show off their finished paintings at the Marketing Club Paint Party.*

Despite the global pandemic that took hold of the world and changed the way Frostburg State approached instruction in Fall 2020, the Marketing Club worked hard to bring students together to support each other through the tough time.

Even though fewer students were on campus this past semester overall, the club managed to host a paint party and an outdoor picnic, where students enjoyed the fun time together, of course, with masks and social distancing. These were much needed opportunities for students to feel connected, especially at a time when they need each other the most, academically and socially.

Marketing Club also sponsored several virtual events attended by students and alumni. Alumni shared how they balance their life and work at the unusual time, the new job opportunities, and the

challenges for new graduates. Students also shared with each other about the strategy to work through blended courses and the fun things to do while staying safe.

"I am very proud of my club and my fellow members. Despite us not being able to do as much as we have in previous years, everyone continued to show enthusiasm and support not only for the club, but for each other," said club president Madison Finnan. She continued, "We had several meetings and events to welcome new members and keep current members connected and I want my club to be a place not only of peers but of friends. My hope is that this atmosphere is preserved, and future members get to experience both the professional and personal benefits of joining. I look forward to welcoming more new members in the new semester."



*Members of the Marketing Club enjoy an outdoor picnic to celebrate the "last day before it got cold" at the beginning of the Fall 2020 semester. Members spent time together in the lower quad with music, football, and sidewalk chalk drawings on the walkway behind the Compton Science Center.*



*Jerri Perry (GEOG) works on her painting during the Marketing Club Paint Party during the Fall 2020 semester.*

## SHRM PARTICIPATES IN VIRGINIA CASE COMPETITION



In February 2020, students in Frostburg's chapter of Society of Human Resource Management (SHRM) traveled to Virginia for a case competition, which was the first one they've participated in for several years. Their topic was "Tattoos in the Workplace."

*Arin Custer (BUAD), Lauren Porter (BUAD), Abby Collins (BUAD), and Erica Ngugi (BUAD)*

## Beta Gamma Sigma Inductees - Spring 2020 and Fall 2020

Abigail Boonstoppel  
Collin Ende  
Zachary Noy  
Lawren Beeman  
Dedjrik Jefferies  
Ryan Dunn

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Jenna Newlin  
Ricardo Abrantes  
Madison Davis  
David Galan  
Chase Stottlemyer  
Ivy Mackereth  
Paige Smith  
Warren Evans

## FROSTBURG STATE MAKES THE “HONOR ROLL”

The College of Business is proud to announce its Highest Honors designation with Beta Gamma Sigma (BGS), the international business honor society. This is the highest level of recognition a chapter can earn in BGS' Chapter Honor Roll program, and it commends FSU's commitment to academic excellence, leadership and student success.

As a designated Beta Gamma Sigma Highest Honors chapter, FSU also receives a scholarship for one BGS student to attend the BGS Global Leadership Summit—an annual event that gathers some of the top business students from around the world for a four-day learning and networking experience.

Chapters that make the BGS Honor Roll receive other benefits as well, including the ability to nominate for society wide awards and yearlong international recognition at business education conferences.

Congratulations to FSU's chapter of BGS!



Julia Hershman (BUAD) and Madison Finnan (BUAD) celebrate BGS Founder's Week with treats during the Spring 2020 semester. They also had information available for interested students.

# COMMENCEMENT SPEAKERS REPRESENT COB'S "BEST OF THE BEST"

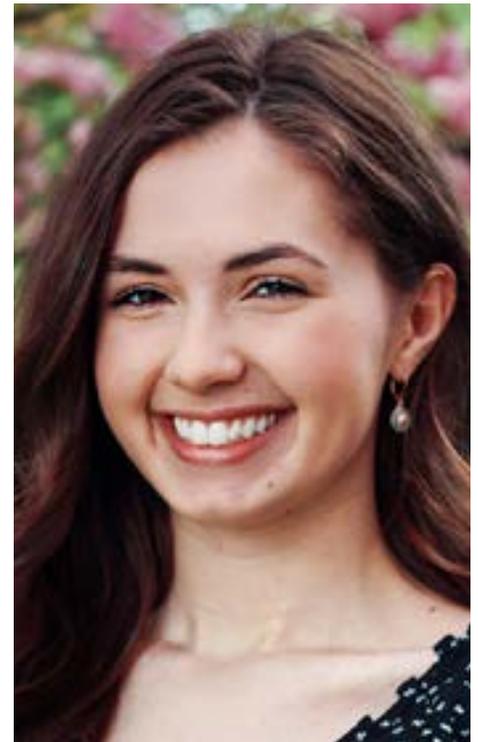
Frostburg State University had to postpone its May and December 2020 commencement ceremonies until large-scale gatherings are permitted; however, it awarded degrees to candidates for graduation on time, as well as recognized those students chosen by their respective academic colleges as speakers.

In place of the traditional commencement activities, FSU celebrated "Grad Week" with social media postings during the weeks in May and December when the in-person ceremonies were originally scheduled. These online activities allowed graduates to celebrate their achievement on social media and receive congratulations from family, friends, and faculty who supported them in their journey.

The faculty of the College of Business chose Ms. Noelle Otto as speaker for May 2020. Otto graduated with a Bachelor of Science degree in business administration. She made the dean's list every semester at Frostburg with a 4.0 GPA and showed a consistent commitment to excellence by being able to begin her senior year at the age of 19. She worked as a federal procurement intern at IBM and has run her own freelance photography business since 2016. Otto has been very active in the campus community, serving as president for Cru, the on-campus ministry. She also has experience in global leadership through her role as a missionary volunteer in Haiti for Lifesong MBO Haiti. Otto has also been recognized by numerous organizations, such as the Beta Gamma Sigma and Phi Eta Sigma honors societies, as well as the Sloop Institute for Excellence in Leadership and S.O.A.R. Leadership Training Series. She plans to continue her career at IBM, with a long-term goal of pursuing a doctorate in organizational behavior or strategy and teaching at the university level.

Mr. Matthew Maust, of Grantsville, Md., was chosen to represent the College of Business in December 2020. He graduated with a Bachelor of Science degree in business administration with a double concentration in human resources and business management. After earning his associate degree from Garrett College, Maust furthered his education at Frostburg, making the dean's list every semester. Maust has experience working at both Pillar Innovations and Beitzel Corp. as a business intern and inventory assistant, respectively. He was also active on campus as a member of Frostburg CRU Campus Ministry since September 2018. He plans to continue his career at Beitzel and pursue a master's degree. "Matthew is a strategic thinker, an innovator, a problem solver, and highly motivated," wrote Dr. Sudhir Singh, Dean of the College of Business, in his nomination. "But perhaps his best qualities are his positive attitude and his ability to adapt to new situations and events."

Congratulations to you both! We wish you so much happiness and success in the future!



*May 2020 CoB Commencement Speaker, Noelle Otto (BUAD)*



*Fall 2020 CoB Commencement Speaker, Matthew Maust (BUAD)*

## MCCOSKEY JOINS TRANSLATION TEAM



*Dr. Suzanne McCoskey (ECON)*

Dr. Suzanne McCoskey (ECON) has joined the volunteer French translation team at the microlending organization, Kiva. For the past nine years, McCoskey has been using an account with Kiva with her ECON 405 Economics of Developing Countries students to lend to entrepreneurs in the developing world. "Kiva is a great organization for students to learn about," she said, "it uses the innovations of Silicon Valley to solve an important problem in the developing world, namely the lack of financing for small business projects that have the ability to lift workers out of poverty." Since it was founded in 2005, Kiva has lent to over 3.7 million borrowers for a total value lent of over \$1.51 billion.

As a volunteer French translator, Dr. McCoskey translates loan profiles from francophone countries—primarily in West Africa—into English so that they can be posted on the Kiva website. The profiles come from Kiva's partner organizations in-country who vet applications from local entrepreneurs. Once profiles are posted on the website, lenders from all over the world can read them and lend to them using Kiva accounts maintained through the website. "It is so humbling to work with this organization and see all the incredible small-businessmen and women in the countries like Congo, Togo and Sierra Leone," McCoskey said, "I am so grateful to be able to contribute."

## OFFSTEIN RECEIVES AWARD, INTERVIEWED

In June 2020, Dr. Evan Offstein (MGMT) received the **Management Consulting Division Outstanding Field Report Paper Award** from the Academy of Management. His paper *Executive Coaching Explored: Toward a Contingency Approach*, was honored during AOM's Annual Meeting, held virtually in August 2020.

In January 2021, Offstein participated in an interview on KWRD 100.7 FM in North Texas. On "Smart Talk with Trey Graham," he shared his perspective on the recent cheating scandal at the United States Military Academy at West Point, from which he graduated in 1994.



*Dr. Evan Offstein (MGMT)*

# RECENT MBA GRADUATE PAYS IT FORWARD

BY JAMES BYERS '20

Everyone at Frostburg State University has felt the impact of the coronavirus pandemic, whether socially, financially, or physically. One recent graduate, who completed his degree in the first part of the pandemic, recognized this impact and offered to make a difference.

This anonymous recent graduate donated the value of tuition for two seven-week classes in the MBA program. The donor, who was in the online MBA program himself, has never met any of his classmates in person, but was determined to help at least one classmate fulfill their dream. He contacted the school asking to help "someone who wouldn't otherwise return to the program."

Dr. Sudhir Singh, Dean of the College of Business, responded thankfully to his "heartwarming and generous offer."

"In an otherwise dour climate caused by the pandemic, your sense of caring and consideration for a fellow student is simply inspiring," Singh told the donor.

John Short, vice president for University Advancement and executive director of the FSU Foundation, agreed, expressing gratitude as well.

"This is yet another example of how Bobcats support each other in difficult times," Short said.



## MBA PROGRAM RANKED

Frostburg State's MBA program was ranked #2 in Maryland for 2020 by Online MBA Report, a website launched in 2013 with the goal of being the most comprehensive source of information for business professionals seeking their MBA online. The rankings are available [here](#) and ranking criteria is available [here](#).



# ALUMNI SPOTLIGHT: DR. CALEB STAIR (ECON)



Dr. Caleb Stair, Lecturer at University of Florida

Frostburg State Department of Economics alumni Dr. Caleb Stair, was featured on the University of Florida research website, *Explore*, in April 2020.

Stair, who graduated from FSU with a BS in Quantitative Economics in 2013, received his Ph.D. in Natural Resource Economics from West Virginia University in 2018. He is currently a lecturer in University of Florida's Food and Resource Economics Department.

Dr. Stair's research took a "wild" turn when he found himself interested in designing a study around the effects of different hunting methods on deer-vehicle collisions based on a conversation around his family's dinner table in Pennsylvania after his brothers had hit a deer with their car.

Read the full article about Dr. Stair's research, which also includes studies he's done on alligators and sharks, [here!](#)

## ONLINE POST-BACCALAUREATE CERTIFICATES OFFERED IN COB

BY TY DEMARTINO '90

Frostburg State University now offers Post-Baccalaureate Certificates (PBCs) in business analytics, healthcare management, and management as online programs.

Post-baccalaureate certificates, which require half the coursework, tuition, and time of a traditional master's degree, can strengthen business skills, provide an opportunity to go deeper into subject areas, and enhance knowledge for career advancement, marketability, or additional graduate studies.

The Business Analytics Certificate can be completed in three semesters, while Health Care Management and Management certificates can be obtained in only two semesters.

"A traditional MBA can take up to two or more years to complete, while the PBC can be finished over a much shorter time," said Dr. Eyad Youssef, Assistant Professor of Marketing and MBA

coordinator. "The PBC focuses only on courses relevant to the skills or knowledge base you are seeking, whereas a traditional MBA encompasses graduate-level, foundational business courses constituting the core curriculum that every student must take, along with the overlay of knowledge-specific concentration courses."

Youssef said the PBC program is perfect for those who want to enhance their skills and desire the flexibility of distance learning. "In contrast with place-bound academic offerings, the PBC program is entirely online, thus enabling students anywhere to access course study materials with an internet connection," he said.

Students who successfully complete the PBC with a 3.0 GPA or higher are able to continue on to the FSU MBA program and will have Graduate Record Examination and Graduate Management Admission Test requirements waived.

The certificate coursework will also count toward their MBA degree.

"The PBC program offers a portal into Frostburg's MBA program," said Dr. Sudhir Singh, CoB Dean. "This program should appeal to anyone seeking to gain knowledge in emergent, high-demand fields, including possible career-changers, in a short amount of time." The PBC program is open to those with bachelor's degrees regardless of their undergraduate major.

According to Singh, the U.S. Bureau of Labor and Statistics predicts an increase of more than 15,000 new and additional positions in business analytics and over 9,000 positions in health care management in the state of Maryland within the next five years. "FSU's PBC program offers students the opportunity to be marketable in a competitive workforce," he adds.

# COMINGS AND GOINGS



The Department of Management is pleased to announce the hiring of Assistant Professor, Dr. Yiming Zhuang, in Fall 2020. Dr. Zhuang, whose areas of teaching interest include Data Analytics, Quality Management, and Operations Management, was awarded his Ph.D. in Supply Chain Management from Iowa State University in Spring 2020.

He also holds a Master of Accountancy from Bowling Green State University and a BA in Accounting and English from University of Jinan in China.

Dr. Zhuang's research interests include Corporate Social Responsibility, Sustainable Operations, and Social Entrepreneurship.

Welcome, Dr. Zhuang!



In Fall 2020, the Department of Accounting welcomed Assistant Professor, Dr. Scott R. Cohen. Dr. Cohen comes to FSU with many years of accounting and business experience, both as a professional accountant, business owner and operator, and educator at several institutions of higher education.

He holds a Doctorate of Business Administration from University of South Alabama, a Master of Accounting from University of Connecticut, an MBA from Elon University, and BS degrees in Accounting and Business Administration from North Carolina Wesleyan College.

In addition, Dr. Cohen holds many licensures (CPA, CFE, and CGMA) and specialized certifications.

Welcome, Dr. Cohen!



After 30 years of dedicated service to FSU, Dr. Hung Sik (Allen) Shin (MKFI) announced his retirement in July 2020.

Over the decades, Allen has served the institution in numerous capacities and been a strong voice for the College of Business. He has made dedicated contributions and shepherded many experiential learning opportunities for his students over the years. More recently, he worked tirelessly to support the ongoing Hunan University of Technology and Business (HUTB) joint program.

Dr. Shin and his wife have made significant financial contributions to the FSU Foundation to set up departmental scholarship awards directed principally towards attracting meritorious students to the Finance concentration.

Congratulations, Allen! We wish you all the luck and happiness in this new and exciting chapter of your life!