Frostburg State University’s College of Business took another step toward globalizing its curriculum when it sent a group of students, alumni and faculty to Peru to experience leadership in an international setting July 24 through August 3. Dr. Jeff McClellan, assistant professor in the Department of Management who proctored the trip described their travels: “It was truly a pleasure to work with our colleagues with Reach Out and Learn, the Universidad Pontificia Catolica del Peru, the Universidad San Ignacio de Loyola and Lamanita Travel.” Dr. McClellan led the trip with Mr. Chad Fugate, conference director for Reach Out and Learn, and Dr. Carol Gaumer, Chair of the Department of Marketing and Finance. “They went above and beyond to help us create a truly educational international experience. While the focus of this trip was on providing learning experiences for our students, I think I learned as much as they did about leadership in Latin America,” said McClellan. “While all of the students who participated in the experience had already spent time abroad, I am confident this strengthened their global awareness and intercultural leadership skills.”

Tenille Williams demonstrated the lifelong value of the experience by saying “Though I enjoyed all aspects of this trip, I have to say that doing service work in the Andean Village was the highlight of the trip for me. Meeting the people there and interacting with them was a very humbling experience. I am extremely glad I was given the opportunity to have that! I couldn’t experience that by reading a textbook or sitting in on a lecture. Peru was an incredible experience that I will take with me for the rest of my life. I strongly encourage others to take full advantage of other study abroad opportunities that FSU and the College of Business present!”

Wayne Keefer, a student at Frostburg, illustrated the value of the experience by saying “Leadership and what motivates and inspires followers is a fascinating subject, and to experience leadership in Latin America first-hand was an amazing opportunity,” Keefer said. “Whether it was interviewing a Peruvian politician, or our servant leadership project in a remote Andean village, every step of our journey contributed to a better understanding of leadership. An experience like this goes above and beyond what could ever be learned from a textbook.”

(Cont’d on Page 3)
Words from the Dean

With my sincere appreciation to Ms. Stacy Wassell, the Executive Administrative Assistant of the College of Business, and our Graduate Assistants, Mike Stegmaier and Jenna Porter, we are proud to present the fall 2013 issue of our CoBNews.

Recently, we welcomed four new faculty members to our College of Business. Dr. Patti Tilley, Dr. Oleg Kucher, Dr. Hyuk Kim, and Dr. Ali Ashraf joined the Accounting, Economics, Management, and Marketing and Finance Departments respectively. Furthermore, I am proud to share that Ms. Chelsea (Wassell) Schrader has been enrolled in a Ph.D. program majoring in Business Administration with a concentration in Accounting, at Morgan State University. This is a reflection of her commitment to continuous professional growth and development.

Our new MBA Coordinator, Dr. Cathy Ashley-Cotleur, has been focusing on curriculum changes and enhancement of the quality of online teaching via actively engaging and meeting with our MBA faculty periodically to discuss curriculum and policy issues in search of strategies for continuous improvement. In spring 2014, three graduate faculty members plan to participate in a seminar organized by AASCB titled “Strategies for Developing Online Courses and Programs.”

The FSUBusiness Global Experiential Learning program has now taken a new strategic direction under the leadership of Dr. Jeff McClellan and Dr. Carol Gaumer. As a result, Dr. Sudhir Singh, Dr. Suzanne McCoskey, and Ms. Rebecca Rampsott plan to accompany a group of students to China for a variety of leadership and cultural learning experiences. In addition, Drs. Gaumer, McClellan, and Kiriazis plan to take another group of students to Ecuador for service leadership experiences and summer study abroad projects. These trips will take place during late May and early June 2014.

Under the leadership of Dr. Sudhir Singh, our newly formed DBA Steering Committee has continued the work that was initiated by our Graduate Policy Committee, and is about to complete a comprehensive proposal for a Doctor of Business Administration (DBA) program to be launched in fall 2016.

Our Curriculum Committee has approved a new Hospitality Management Concentration which will be offered by the Management Department. This concentration offers our faculty and students a new set of Global Experiential Learning opportunities at Vanung University in Taiwan.

Our College of Business is gearing up for the extension of the AASCB accreditation of its programs. To this end, our faculty, students, staff, and advisory board members have been and will continue to be actively engaged in the College’s strategic plan, curriculum development, assurance of learning, and experiential learning programs.

My special thanks to President Gibralter; Dr. Childs, our Interim Provost; the FSU community; FSU alumni; and Advisory Board members for their continued support and for giving us the opportunities to make a difference in the lives of our students.

Please visit us on our College of Business website and learn more about our College of Business.

Dr. Ahmad Tootoonchi
Dean of the College of Business
The College of Business Global Experiential Learning (GEL) program is sponsoring study abroad trips to China and Ecuador in the summer of 2014. Some highlights of the China trip will include exploring the capital city of Beijing and the economic hub of Shanghai, a trip down the historic Yangtze River, a development and service project in rural Shaanxi Province, and factory tours. Students will experience the culture of China through examining authentic Chinese cuisine, shopping, and the extraordinary Terracotta Warriors. Some highlights of the Ecuador trip will include visiting the capital city of Quito as well as an Ecuadorian university-touring the Banos Mineral Springs, the Otavalo artisan marketplace, the Ingapirca Ruins and the Cajas National Park.

Students will also engage in a service learning project in a local village, where they will interact with business leaders. The spirit of the trips will combine an assortment of educational and touristic experiences that will give students tremendous opportunities to learn and grow both academically and individually.

Students are encouraged to explore either of these two magnificent countries in journeys combining service, site-seeing, coursework, and leadership. Past study abroad opportunities have been described as “fascinating and life-changing” by Wayne Keefer (Frostburg Alumni) and there is no reason why these journeys will be any different for students willing to immerse themselves in new adventures.

(TEAM PERU Cont’d from Pg. 1)

Dean Tootoonchi professed the value of the entire Global Experiential Learning Program as a whole by saying, “In today’s highly competitive global market, it is essential for our business students to travel overseas, meet people from different cultures, and learn how to communicate and interact with people who have different societal customs, norms and values. It is for this important reason that we have established the College of Business Global Experiential Learning Program that facilitates and supports our faculty and students’ travel to selected countries.

Through these international travels, our faculty and students learn lessons that no textbook can provide. In the College of Business our students come first, and CoB-GEL is an evidence of our commitment to offering them a variety of high quality learning experiences.”

To view what Frostburg Team Peru 2013 experienced on their journey, visit their Tumblr blog at frostburgcobperu.tumblr.com and their Facebook Page, facebook.com/fsucobperu. The group shared pictures and other content with the hashtag #fsucobperu through their Instagram account, frostburgcobperu and on Twitter. For more information about Reach Out and Learn, visit www.reachoutandlearn.org.

“Peru was an incredible experience that I will take with me for the rest of my life. I strongly encourage others to take full advantage of other study abroad opportunities that FSU and the College of Business present!”

– Tenille Williams

Contributions to the College of Business Global Experiential Learning Program can be made to Global Experiential Fund #70366.

For any additional information regarding CoB Experiential Learning Programs, please contact Dr. Sudhir Singh Associate Dean Guild 230 or at ssingh@frostburg.edu.
Fall Beta Gamma Sigma Induction — December 6, 2013

The International Honor Society
BETA GAMMA SIGMA
Recognizing Business Excellence

Faculty Inductee
Professor Randall Bandura

Senior Inductees
Johnathon Corbin
Ty Hemmis
Kreigh Kirby
Brad Miller
Rebecca Murray
Angelika Rasel
Stephen Stanley
Natalya Turner
Andrew Umbel

Junior Inductees
Miranda Allison
Adam Boor
Danielle Hudgins
Ryan Keifer
Emily Mills

Graduate Inductees
Joy Chacko
James Heal
Kyle Kramer
Spenser Lauver
David McGann
Hung Bui Nguyen
Sarah Poole
Nicholas Schurg
Brigitte Sullivan

Career Expo and the CoB Speaker Panel

The College of Business held a speaker panel for the University Career Expo. Speakers not only provided keen insights on choosing career paths, but also were engaged by the audience through a Q&A session. The wisdom shared with students was extremely valuable and frequently communicated the impact that Frostburg State University and the College of Business have had on their personal and professional lives.

Pictured above from left to right are Jay Stone – 1985 graduate- Supervisory Special Agent for the F.B.I.; Steven Martin - 1987 graduate – Vice President of Investments for Wells Fargo Advisers; Wayne Keefer –2012 graduate- Assistant Controller for CNB bank; and Ashley Sowers - 2002 graduate- Retail Regional Manager for M&T Bank.

Senior, Eric Williams, was honored as Outstanding Intern during the Career Expo. Eric is a Business Administration major with a concentration in Finance and a minor in Management who interned at ClosetMaid in Grantsville, Maryland. Eric was responsible for recording quality control data into tracking software and developing standard operating procedures for each machine within the plant to enhance the manufacturing process. Eric was assisted and supervised in this capacity by the Plant Manager, Mr. David Patterson, and by the Quality Control Engineer, Mr. Jacob Strite.

The experience was described as an opportunity to enhance experiential learning and grow as an individual by taking what he has learned over the last 3.5 years and applying it to something he never did before in a way that was challenging and provided a new outlook.

Eric Williams is pictured below with Mr. Jeff Graham, the Associate Dean of Students.

Frostburg Grows with Delta Sigma Pi

On Sunday, October 27, 2013 Delta Sigma Pi volunteered with Frostburg Grows. Sixteen of the brothers cracked walnuts, moved dirt to plant vegetables, used power tools to help put together resources for the greenhouse, and cleaned up the area. They enjoyed volunteering with Frostburg Grows and look forward to their next volunteer project.

For more details on Frostburg Grows, please visit: http://www.frostburg.edu/aces/frostburg-grows/
What the Census Bureau Can Do For You

On Thursday September 27, Nesreen Khashan, Data Dissemination Specialist for the U.S. Census Bureau, gave a very interesting and enlightening presentation titled “Using Census Bureau Statistics to Reach Your Customers.” to Dr. Gaumer’s Marketing Plans Development capstone class. This included how users can benefit from many of the tools and functions of the Census website and involved the use of a combination of marketing, business, financial, and economic concepts. These included consumer behavior, population trends, target markets, classifying and identifying regions and local populations by income and other characteristics. One of the best starting points is to begin with national trends and to further analyze how it relates to your economic sector, industry, region, company, or even your department. This allows users to identify potential opportunities in your market, area of academic interest, or selecting where to open or expand a business by using demographic, social, and economic data that is available. This could even be applied, as Ms. Khashan described: “to gain deeper insight into the local market” by using data to make solid and well-grounded decisions which relates to how businesses can use this information to find potential and even likely customers. This could be taken a step further by political and economic development officials to make incredibly well-informed policy decisions to facilitate economic growth and prosperity.

Student Interns with The Baltimore Orioles

Marketing student, Katie Hoag, participated in an exciting internship this past summer with the Baltimore Orioles that included contract-work with Ripken Baseball, working with key databases, fan appreciation events, staff support, working with corporate sponsors, as well as a host of other activities. Ms. Hoag is pictured below with Ms. Carol Arnone of the Department of Marketing and Finance.

Majors Fair

Jenny Morton and Ashley Swinford, leaders of the Marketing Club, were one of the winners during the fall semester’s Major’s Fair and were awarded as the Most Engaging Crew. The interaction with the guests and the quality of the display was commendable. Congratulations!

Student Advisory Council (SAC)

The College of Business Student Advisory Council (SAC) held three meetings during the Fall semester. The Council has been charged with revising the CoB’s Strategic Plan, Student Code of Conduct, providing feedback regarding the College of Business webpage, and has suggested many ideas regarding how to promote a better environment between faculty, students, the administration and the College’s interaction with the University. Dr. Tootoonchi is the head of the Council with the purpose of facilitating the advancement of and involvement in governance issues within the CoB.

Students serving on the SAC are Tyler Meekins, Nicholas Cathell, Bronte Billy, Jessica Hair, Mike Stegmaier, Jenna Porter, Brad Miller, Ashley Swinford, Prudence Akindo, Samantha Ebersole, Philip Hess, Cady Kirkwood, Garth Longley, Scott Pender, Brooke Iser, Natalya Turner, Andrew Krehbiel, Jermirra Burley, and Alexander Nickels.

Pictured below are Bronte Billy, Prudence Akindo, Brooke Iser, Jenna Porter, Natalya Turner, and Mike Stegmaier.
Dr. Cathy Ashley-Cotleur, MBA Coordinator, proctored two meetings this fall with College of Business MBA faculty members to discuss how to promote and improve its online programs at Frostburg State University. This included a thorough discussion of how to use Blackboard, Collaborate, Elluminate and other online learning resources to promote user-friendliness and student engagement, enhance professors’ ability to teach online courses, and ensure that students are getting the same qualitative contents of a face-to-face course. Also faculty want to improve on how to create communities in the virtual classrooms and facilitate and encourage online discussions.

Special emphasis was placed on providing a consistent look for all courses in the MBA program so students could quickly and efficiently navigate the online process throughout the program. Understanding that it requires a considerable amount of time to design and develop courses Dr. Rik Bair, from Frostburg State University’s Office of Academic Computing & Instructional Technologies (ACIT) was the guest speaker. Dr. Bair, who has a Ph.D. in Instructional Design, demonstrated the tools within Blackboard that professors could use to enhance student learning and help instructors gain comfort and proficiencies via instructor-learner interaction. Dr. Cindy Hay, Ms. Amber Nolan, and Rita Thomas, also from ACIT participated in the discussions. Subsequent meetings will further explore topics of interest in innovative teaching online in the MBA program.

All faculty members and adjuncts who teach or are interested in teaching in the MBA program are welcome to attend and should contact Dr. Cathy Ashley-Cotleur at ccotleur@frostburg.edu for further information.

In the Spring semester the COB will be hosting Dr. Grietjie Verhoef from the University of Johannesburg (South Africa). Dr. Verhoef has been developing research in the area of "Business History in Africa." Business History is an interdisciplinary area of research (with conferences and journals) that covers a broad range of intellectual hypotheses that extend beyond the limits the name might seem to imply. Most recently, Dr. Suzanne McCoskey of the Economics Department, participated on a panel organized by Dr. Verhoef at a business history conference in the UK presenting research on African-American immigration to Liberia in the early 20th Century.

In preparation for Dr. Verhoef’s visit, Dr. McCoskey orchestrated a faculty reading group to investigate issues such as globalization, economic theory and business history, industrial districts and regional clusters, management of labor and human resources, and business and the state.

If you would be interested in participating in this group, or have more questions, please contact Dr. McCoskey at skmccoskey@frostburg.edu.

CONGRATULATIONS!

From Wedding Bells to Baby Bottles!

Not only did Ms. Wassell become Mrs. Chelsea Schrader this fall, she began a Ph.D. program at Morgan State University.

Dr. Tae-Nyun Kim and his wife Young Eun Lee were delighted at a surprise baby shower, planned by Dr. Gaumer, for their soon-to-be bundle of joy!

Pictured below from left to right are Dr. Suzanne McCoskey, Dr. David Kiriazis, Dr. Richard Russo, and Dr. Oleg Kucher.
New Faculty

Dr. Patti Tilley received her Ph.D. in Business Administration with an emphasis in Management Information Systems from Florida State University; a Bachelor degree in Religious Studies from the University of California at Berkeley; and a Masters of Library and Information Studies degree from the University of California at Berkeley. After working as a librarian she continued her education earning a Master’s of Science degree in Computer Information Systems and Quantitative Business Methods. She was an associate professor of Management Information Systems for two years at Central Connecticut State University and an associate professor for another five years in the accounting department at Central Connecticut State University where she specialized in accounting information systems.

Dr. Oleg Kucher, Assistant Professor in the Department of Economics. Ph.D. in Natural Resource Economics, West Virginia University; Masters of Economics, West Virginia University; Candidate of Sciences in Economics, Institute of Environmental Economics and Sustainable Development of National Academy of Sciences, Ukraine. Dr. Kim previously worked for the Institute of Environmental Economics and Sustainable Development on regional development and environmental problems in Ukraine. His area of expertise is resource and energy economics.

Dr. Ali Ashraf, Assistant Professor of Finance in the Department of Marketing and Finance. Ph.D. and M.A. in Financial Economics from the University of New Orleans; M.B.A major in Finance from Institute of Business Administration (IBA), the University of Dhaka. He is a professionally trained architect who graduated from the Bangladesh University of Engineering and Technology (BUET). Prior to joining FSU, Dr. Ashraf taught finance, economics and business statistics at the University of New Orleans for two years. He also worked in the central bank of Bangladesh for five years. His expertise is in money and banking, corporate finance, investing, monetary economics and international finance.

Dr. Hyuk Kim is an assistant professor in the department of management. He earned his Ph.D. from Rutgers University, M.S. from Rutgers & Seton Hall University, and B.A. from Seoul University. Areas of teaching interest include Business Policy and Strategic Management. His areas of research include Strategic Management, Global/International Strategy, Corporate Social Responsibility, and Social Entrepreneurship.

Faculty Promotions & Tenures

Dr. Jeff McClellan received tenureship
Dr. Kathie Shaffer, new Chair of the Accounting Department
Dr. Cathy Ashley-Cotleur, new MBA Coordinator

Happy Retirement
And Best Wishes to Mr. Lee Fiedler!
In the Spirit of Giving...

College of Business Faculty:

* Donated enough food to make three very nice baskets for the Sponsor-A-Family Thanksgiving Basket food drive;
* Participated in the Salvation Army’s “Angel Tree” program, gifting new toys (including two bikes) and clothes to a total of 15 children;
* Collects and sends card fronts to Dr. Joyce Middleton who then forwards these to St. Jude’s Ranch for Children; and
* Gives of their time in the community. Dr. Carol Gaumer spends time playing “Wheel of Business” with students at Beall, Frost, and Bel Air Elementary Schools for their Career Days.

And Best Wishes for a Prosperous New Year!

Upcoming Events

December 21, 2013 Commencement
January 2, 2014 Intersession Classes Begin
January 24, 2014 Last Day of Intersession Classes
January 27, 2014 Spring Semester Classes Begin
March 15 –23, 2014 Spring Break