Frostburg State University, in partnership with SAP, is giving students an opportunity to work hands-on with one of the most current SAP Enterprise Resource Programs available. The SAP University Alliance is an effort to enable university faculty to teach students about technology-enabled integrated business processes and strategic thinking. Frostburg State is one of the member schools with access to the SAP’s BusinessByDesign. BusinessByDesign is one of the most current true Cloud Computing Software ERP system. Students gain practical knowledge of how technology gives businesses the ability to optimize key processes like accounting, management, marketing, human capital management, project planning, sales, and distribution. Through demonstrations and exercises in the classroom students will learn from applied practices. Currently three professors in the College of Business are developing curriculum and problem sets that are used in the classroom:

Dr. Richard Johnson    ACCT 305 Accounting Systems
Dr. Shakil Rahman       MGMT 355 Operations Management
Dr. JoAnna Shore        BMIS 455 Management Information Systems
BMIS 607 Information Management in Organizations

Resultant, the local IBM facility recently hired five Frostburg State students and is looking to hire nearly 100 students over the next two years.

What is BusinessByDesign?

The SAP BusinessByDesign is designed to track end-to-end business processes across the following scenarios:

- **Customer relationship management**: This module supports processes that span marketing, sales, and service activities.
- **Financial management**: This module can help provide companies with a single, up-to-date view of financial conditions by integrating core business processes and financials that span financial and management accounting and cash flow management.
- **Project management**: This module contains an integrated project management solution.
- **Supply chain management**: This module covers supply chain setup management, supply chain planning and control, and manufacturing warehousing and logistics.
- **Supplier relationship management**: This module focuses on relationships with suppliers, procurement processes aimed at reducing costs, and to perform self-service procurement.
- **Human resources management**: This module spans organizational management, human resources, and employee self-service.
- **Executive management support**: This module is geared towards empowering management with more control over the business and better decision making. With customized real time analytics, it allows managers to accurately track the most important aspects of business.
- **Compliance management**: This module helps companies maintain compliance with changing laws and regulations and to meet regulatory standards.
Words from the Dean:

It is with great pleasure and pride that we report the highlights of activities, accomplishments, and experiential learning experiences of our faculty, staff, and students in the fall 2012 issue of the CoB-News.

Our MBA enrollment has grown from 109 in fall 2008 to 313 in 2012. Our online MBA was ranked number eight by GetEducated.com, out of 85 AACSB accredited institutions which were selected as the “Best Affordable Online MBA programs.” In 2010 the FSU MBA was ranked number nine among 69 AACSB accredited schools. To be ranked among the top 10 twice in three years is a great accomplishment. The credit goes to our excellent team of faculty who developed a plan that provides students, regardless of their location, the opportunity to obtain a Master of Business Administration degree through online learning without compromising our commitment to high quality education.

As part of our commitment to continuous improvement, five graduate faculty members from the College of Business volunteered to participate in a seminar organized by AACSB titled “Strategies for Developing Online Courses and Programs” in order to further develop their skills in teaching online classes. Upon completion of the seminar, the participating faculty will be asked to share their learning experiences with the rest of faculty in the College of Business.

Our faculty continues to be highly productive in the area of intellectual contribution via publication of their research papers in Peer Reviewed Journals and making presentations at national and international conferences. Further, the first issue of a new journal, co-sponsored by Frostburg State University and the International Academy of Business Disciplines, was published in August 2012, and is now officially listed in Cabell’s Directory of Publications. For more information please see www.ijir.net.

The College of Business continues its commitment to provide our faculty members and students with opportunities for Global Experiential Learning. A new plan is under development by Dr. Jeff McClellan to engage a group of students in a service-related project in Peru. The project will be one of the requirements of students’ summer courses. Dr. Carol Gaumer, Dr. JoAnna Shore, and Ms. Rebecca Ramspott plan to accompany and support Dr. McClellan and our students on this exciting trip.

As part of our strategies for increasing the enrollment of FSUBusiness undergraduate programs, we have visited and plan to continue visiting selected High Schools in Baltimore-Washington areas to share information about the high quality education that we offer our students, and the caring and supportive learning environment that we have established at the FSU College of Business.

My special thanks to President Gibralter, Provost Simpson, the FSU community, FSU alumni, and Advisory Board members for their continued support, which gives us the opportunity to help our students to grow as more knowledgeable and responsible citizens of the world.

Please visit us on our College of Business web site and learn more about our programs, as well as, the achievements of our faculty, staff, and students.

Dr. Ahmad Toootoonchi
Dean of the College of Business
College of Business Study Abroad: Impact China

As part of the College of Business Students’ Global Experiential Learning Program, Impact China continues to keep the momentum going. Following their debut trip to China in Summer 2012, faculty leaders, Dr. Yan Bao and Dr. Lilly Ye organized a campus wide event to showcase this highly remarked program to FSU students on October 25, with help and support from the Dean’s office, Beta Sigma Pi, and the Marketing Club. The event attracted around 160 attendees including students, faculty, staff and community members. Students who went to China last summer shared their experiences with the audience via a presentation, video and panel discussion. Here are some of their “wows” about the trip:

“This trip was one of the most incredible experiences I’ve ever had in my life. I learned so much and am a changed person from this study abroad trip. Not only did I gain knowledge and life experience but I also gained true friendship and connections with the faculty and other students that went along.” – Megan Smith, Accounting major

“China was such a great experience overall. Most definitely one of the best things I’ve done in my life thus far! It took me a while after the trip to actually internalize what I have accomplished, but I have to say that I am extremely proud of myself for embarking on this endeavor and overly grateful for the opportunity!” – Rashya Jones, Management major

“We were exposed to so many aspects of China’s brilliant culture and history during this extremely diverse trip. It was hard to believe I was in China since I have dreamed of traveling there for years. I was worried I would be too timid on the trip but, this experience has given me a newfound confidence that I am grateful for. I am so happy that this was my first experience studying abroad and I can’t wait for my next opportunity to travel after this life changing experience.” – Rebecca Baker, History major

(Con’t on page 7)

PERU 2013

The College of Business at Frostburg State University is offering students an opportunity to travel to and study in Peru in the Summer of 2013. Students will enroll in a course focused on studying leadership and Latin America during the second block of the summer semester. On July 24th they will depart for a 9 day adventure in Peru. The trip will begin in the capital city of Lima where students will visit a Peruvian university. From there they will proceed to the beautiful city of Cuzco, where they will participate in an international leadership conference, tour the central temple of the Inca Empire, visit with business leaders touring local businesses, and engage in a service project in an Andean village. The climax of the trip will include a tour through the Sacred Valley of the Inca and a visit to Machu Picchu. For more information please contact Dr. Jeff McClellan at jlmcclellan@frostburg.edu; Dr. Carol Gaumer at cgaumer@frostburg.edu; or Dr. JoAnna Shore at jbsshore@frostburg.edu.
**Distinguished Speaker: Dr. Yoshiko Higurashi**

FSU’s College of Business, in partnership with the Center for International Education, hosted Dr. Yoshiko Higurashi in an open presentation and discussion on November 9. Dr. Higurashi, a professor of Japanese and director of the Japanese Language Program at San Diego State University, was kind enough to offer her expert insights on possibilities for educational collaboration with universities in Japan. The event was open to FSU students, faculty, and staff.

Higurashi is an internationally acclaimed Japanese language educator. She is the single author of Japanese language textbooks for college students at all three levels. She is also the director of the Japan International Programs, in charge of 17 direct exchange programs. In addition, she is the director of the National Faculty Development Institute “Incorporating Japanese Studies Into the Undergraduate Curriculum” (aka “Japan Studies Institute”) sponsored by the American Association of State Colleges and Universities.

**SHRM: The Big Event**

The Society for Human Resource Management (SHRM) is the world’s largest association devoted to human resource management. FSU’s Chapter, sponsored by SGA (Student Government Association), held its fall “BIG Event” on December 7, 2012, in the Lane Atkinson Room. Inviting students from all disciplines, “Leading People, Leading Organizations” was the forum for providing networking opportunities in the local area for job and career prospects through an informational panel of prominent speakers. Presenters for the event consisted of Yuhannes Watts, Owner and Chief Linking Officer for Learn2Think; Albert Murray, Project Manager for Facility Build-outs/Logistics at Intrepid Solutions; Andrea Bell, Foreign Military Sales Project Manager for Naval Sea Systems Command (NAVSEA); and Lindsay Broggsale, Director of Corporate Relations for SHRM. As a provider of resources, global best practices, and a network of valuable contacts, the BIG Event attracts the interests of all within the HR profession.

**Economics Club Visits Washington, DC**

On November 8, 2012, the FSU Economics Club traveled to D.C. They visited the Bureau of Engraving and Printing where billions of dollars of United States’ currency is printed every year and sold to the Federal Reserve System. They also toured the Smithsonian National Museum of Natural History. The trip was proctored by Dr. Kiriazis, Chair of the Economics Department.
Beta Gamma Sigma

Beta Gamma Sigma is an internationally recognized honors program whose mission is to foster personal and professional excellence. It is the highest honor a business student can acquire in an AACSB accredited program. Beta Gamma Sigma members are looked at as the “best in the business,” as members are in the top 10% of their program. The FSU chapter holds two induction ceremonies per year; one in the fall and one in the spring. Dr. Carol Gaumer was nominated as the faculty inductee for this fall semester. The students inducted into Beta Gamma Sigma were: Juniors- Prudence Akindo, Cody Brill, Samantha Ebersole, Philip Hess, Cady Kirkwood, Garth Longley, Jennifer Morton, Scott Pender. Seniors- Rachel LeGore, Catherine Mayhew, Elizabeth Swope; Masters– Thamizh Thendral, Kirsten Vijil, and Mustafa Yildirim.

Once selected into the program, members are eligible to attend upon faculty nomination the Beta Gamma Sigma Leadership Forum, which brings members from around the country together to work on leadership skills. The Forum challenges the chosen (con’t on page 7)

Green Festival

On September 29, 2012, Dr. Suzanne McCoskey and Dr. John Neral, Economics Department, accompanied ten Frostburg State University students to Washington, DC to attend the Green Festival; a convention of companies and presenters specializing in fair trade, organic and sustainable production. Vendors at the Festival ranged from Ford Motor Company to small, fair trade handicraft outlets. The trip was funded by the FSU Foundation. As part of the experience, students attended a seminar on Fair Trade, “Fair Trade 101,” which described the values and business model of the fair trade movement. In addition, students engaged with vendors at the festival asking questions such as, what motivated the vendor to start a business? and what challenges did the company face during the recent US recession? One exhibitor of particular note at the Festival, was the Sustainable Design Group, which included in their exhibit a poster of the Sustainable Energy Research Facility the Group designed for Frostburg State University.
Seventeen members of the College of Business faculty and administration, along with their guests, took an exciting, first-of-its-kind sponsored educational tour of the Library of Congress (LOC) in Washington, DC, on Friday, September 28, 2012. Volunteer docents treated participants to a walking tour of the historic Thomas Jefferson building to learn about its symbolic art and exquisite architecture. Visitors also learned the story of the Library, America’s oldest cultural institution: its history, collections, and services for Congress and the public at large. Library staff also made a special presentation to CoB visitors introducing them to an array of text and electronic reference resources available for research in all areas of business. Overall, a visually-enthralling, intellectually-engaging, and memorably-enjoyable time was had by all! For the benefit of those who could not take the tour, the web reference resources of the LOC can be accessed at http://www.loc.gov/rr/business/brsge1.html.
The College of Business held its annual Career Expo – Speaker Panel on October 19, in the Lane Center, Room 111, focusing on “When Opportunity Knocks.” The speaker panel consisted of FSU Alumni Andrew Hossom ‘94, Vice President of Marketing & Research at FOX Digital Sports; Stephanie McKnight-Bailey ’03, Contracts Specialist with the Federal Aviation Administration; Jay Stone ’85, Supervisory Special Agent of the F.B.I.; and Steven Martin ’87, CPA, CFP and Vice President of Investments with Robertson & Martin Financial Consulting Group of Wells Fargo Advisors, LLC. The Panel offers a unique opportunity for students to obtain information regarding careers that are available which can include internship potentials and even business contracts for networking opportunities via a question and answer format session.

Additionally, a highlight of the Career Expo is the luncheon where there is an award given for ‘Outstanding Intern.’ Each year, Career Services Director, Dr. Robbie Cordle, puts out a call to all university faculty to nominate a deserving student. This year Dr. Carol Gaumer, Chair of the Marketing and Finance Department, nominated Carolyn Maxim and Briana “Bobbie” Watson (both Marketing students), as well as their Site Supervisor, Ms. Missy Martz. All three were recognized at the Luncheon along with Mass Communication student, Carla Romo.

Impact China is currently recruiting students for Summer 2013. The program is carefully designed to immerse students into a rich culture through historical sites visits such as the Great Wall and the Terra Cotta Warriors, music and dance shows, art exhibitions, business visits and most importantly, the interaction with Chinese people. The highlighted business visits this year include Shanghai Stock Exchange, Anting Mobile Town, Dongfang College, U.S. Embassy at Beijing, Galaxy Brokerage and Crystal Orange Hotel. Please like “Impact China” on Facebook to stay tuned. Also visit the College of Business’s web page at http://www.frostburg.edu/colleges/cob/study-abroad-opportunity.

(Telegram Gamma Sigma con’t)

Team building exercises, social activities, networking and other activities make the Student Leadership Forum a very positive step forward in the professional lives of those taking part. Trevor DeVore and Aaron Webb attended the event as FSU representatives. Trevor described the experience by saying, “We were taught a great deal about personal leadership and the true meaning of success. I was exposed to concepts that I will carry with me for the rest of my life.”
The College of Business is

Wishing you Happy Holidays and a New Year filled with prosperity and success!

UPCOMING EVENTS

Spring Semester Start: January 23, 2013
Spring Break: March 18-22, 2013
CoB Honor’s Reception: May 3, 2013
FSU Honors Convocation: May 17, 2013