
Dialogue: News from the Monte Ahuja College
of Business

Monte Ahuja College of Business Publications

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Monte Ahuja College of Business

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Dialogue

News from the Nance College of Business

December 2010

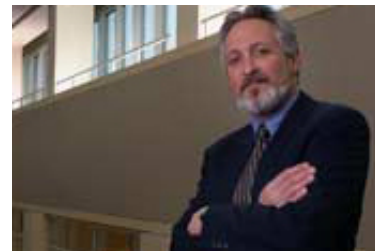
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UpFront: Message from the Dean

As the year comes to a close, it is important to review our proud moments throughout 2010. We continued to advance our leadership position in global business while providing new learning opportunities in entrepreneurship and sustainable business practices.

In April, our GlobalTarget program which was initiated in 2004, received a *Certificate of Appreciation for Achievement in Trade* from the U.S. Department of Commerce for its role in increasing exports.

The award is the first ever given to a college or university and was presented by Ro Khanna, Deputy Assistant Secretary of the U.S. Commercial Service. More recently, the College of Business was awarded an Ohio Governor's Excellence in Exporting Award, naming us the *Nonprofit Exporter of the Year*.



Robert F. Scherer, Dean

In alignment with our entrepreneurial goals, the Nance College of Business became a part of the national Small Business Development Center (SBDC) Program and received U.S. Small Business Administration and State of Ohio Department of Development funding. The SBDC at CSU provides assistance to aspiring entrepreneurs and existing small businesses principals, granting them access to the expertise of both the faculty and students. It is our goal that the CSU SBDC will become a recognized leader for providing high-impact, innovative services that play a vital role in creating, sustaining, and expanding successful small businesses. The center currently offers counseling, training, and informational and referral services to meet the individual needs of local businesses.

In fall 2010, we introduced a graduate certificate program in Global Sustainable Business Practices funded through a U.S. Department of Education, Title VI-B, Business and International Education grant. This program develops future business leaders with the ability to maximize profit while making a positive contribution to the well-being of society. Students learn how to successfully implement environmentally, socially, and economically sustainable business practices. Our faculty teaching in the program are committed to safeguarding the environment and society while strengthening organizations.

These initiatives are instrumental in helping us fulfill our mission to drive the global significance, economic vitality, and sustainability of the northeast Ohio region through business education, research, innovation, leadership, and collaboration. I would like to wish you all much prosperity for the New Year to come!

CSU Instructor successful at Licensed Customs Broker exam

Donna Davisson, Instructor of International Business & Marketing and Certified Global Business Professional (CGBP), has recently passed an exam to earn the title of Licensed Customs Broker. Achieving this title is quite an honor, but even more so in her case, she earned a very impressive 84% on her first attempt. Statistics show that only 5% of the people who take the exam pass it on their first attempt. In addition, the average passage rate for the last 20 years on this exam is 14% and for her particular exam the passage rate was 11%.



Donna Davisson

Donna hopes to make CSU a place to offer a preparation class assisting students in passing the exam. Currently there are no schools in the area that offer such a class.

Customs brokers work with companies who import and export merchandise to ensure that Federal requirements are met. They are regulated by the U.S. Customs and Border Protection.

We at the Nance College of Business would like to congratulate her for a job well done.

For more information on becoming a Licensed Customs Broker, please visit http://www.cbp.gov/xp/cgov/trade/trade_programs/broker/brokers.xml.

Nance Tailgate Party: CSU vs. Butler

Save the Date! Join us for an exciting tailgate party on Saturday February 5th, as our CSU Men's Basketball team gets ready to play NCAA finalist Butler. The party starts at 11:30 a.m. and the game begins at 2:00 p.m. For only \$20, come enjoy great food & drinks, and get to know Nance alumni, faculty, staff and students; the cost of the game ticket is included. Current CSU students get into the game free with your CSU ID and pay only \$12 for the party.



Butler Tailgate Party 2010

For further information, please contact John McCreery at 216-687-5481 or email j.mccreery@csuohio.edu.

CSU Students Successful at Cleveland Clinic Solutions Case Competition

At the recently concluded Cleveland Clinic Solutions Case Competition, students representing the Nance College of Business at CSU walked away with cash scholarships for their outstanding performances.

Taking first place was a team comprised of CSU undergraduate Chad Lee and two MBA students from CWRU. In second place were Nance MBA students Rozann De Freitas and Adeniyi Abdul along with a student from Tri-C. Each team also had one high school student who was there to shadow and learn from the experience.



Cleveland Clinic Main Campus

For the past four years, the Cleveland Clinic has held this case competition whereby students from various universities within Northeast Ohio come together for a "think-tank" session. At this event, the students are given the opportunity to showcase their talent in developing creative ideas, which could eventually be put into practice at the Cleveland Clinic. In addition, students gain experience in

presenting in front of company executives and they are given a wonderful opportunity to network with other students, members of various professional associations, and Cleveland Clinic employees of all levels.

This year's case sought to explore the role of social media in the health care industry. Students were given the task of developing ideas on how the Clinic could engage their current members as well as grow their social networks.

Become part of the Nance Social Media Network

Join us on Twitter, Facebook and LinkedIn.



Through Facebook and Twitter, you can keep in touch with what's happening, hear about upcoming events, and even earn chances to win book scholarships and other great prizes.

Joining our LinkedIn group enables you to leverage the power of the CSU Nance network for professional interaction. It's where you can exchange ideas, seek feedback, and gain valuable insight from experts in your field of interest. LinkedIn is a great source to hear about job opportunities, and much more.

Turkeys Spared on Thanksgiving

Thanks to the student organization called Student Advocates for a Vegetarian Ethic (SAVE), a number of turkeys were spared during the last Thanksgiving holiday. They recently hosted a "Vegetarian Thanksgiving Feast" on November 12th which was a huge success judging by the number of students who turned up, coupled with their feedback of the event. A non-vegetarian student who attended the feast said, "I was quite impressed by the wide array of food that was offered, and everything tasted really good". Over 150 students gathered in the student center ballroom and were treated with lots of vegetarian dishes, a live DJ, a stand-up comic, and many chances to win prizes through a raffle.



Members of the SAVE organization.

According to SAVE, their primary purpose is to educate people on the health benefits of a non-meat diet, and the cruel treatment of factory farm animals.

To learn more about SAVE and their ongoing activities, visit [the SAVE web site](#). You can also read a recent article about SAVE in [the Couldron](#).

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