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Monte Ahuja College of Business

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UpFront: Welcome Back Students

It is with great excitement that I welcome you back to Cleveland State University for the beginning of the 2010-2011 academic year. I would like to draw your attention to some very important events that transpired this summer and remind you of some opportunities available to you in the coming year.

In August our Executive MBA program marked it 30th anniversary. Being one of the first Executive MBA programs in the state of Ohio, our Executive MBA program at Cleveland State University is a globally-focused 19-month program designed for busy professionals. This outstanding, affordable, weekend program focuses on leadership and team building through a contemporary curriculum, hands-on projects, and international travel. To date, the program has graduated approximately 567 students. The EMBA program features an international study tour which adds value to the program. You can read more about the EMBA class’ recent trip to the Netherlands in this issue of Dialogue.

New Graduate Certificate

I would like to remind you of the new graduate certificate program in Global Sustainable Business Practices. The certificate program is part of our ongoing commitment to the United Nations Global Compact Principles in Management Education (PRME). The UN Global Compact was established to coordinate efforts towards sustaining corporate citizenship, safeguarding the environment and society, and stabilizing financial markets in the global context. The program is open to current MBA students as well as those who already have a graduate degree. The 16-credit certificate program includes four courses; two required and two electives. Visit our web site to learn more.

Student Chapter of Net Impact

The Net Impact chapter is a new student organization seeking members. The chapter focuses on the importance of sustainability in the business world today and the triple bottom line of people, planet, and profit. The chapter is currently recruiting undergraduate, masters, and doctoral students with an interest in sustainability and corporate social responsibility. The group, whose membership includes 22 students from diverse educational and cultural backgrounds, meets monthly to discuss issues related to environmentally, socially, and economically sustainable business practices. Meetings feature guest speakers from area businesses including the Cleveland Indians, The Taylor Company, and Eaton Corporation. Networking opportunities with the Corporate Roundtable allow chapter members to meet leaders in the regional sustainable business movement. The group makes a continuous effort to provide members with professional development opportunities within the region and nationally. I encourage you to become a member of this important organization.

Student Organizations

At the Nance College of Business, there are a variety of Business-oriented student organizations for our students to be involved in. Being a member of any of these student organizations has many benefits to
enhance your overall academic experience. Some of these benefits include making valuable personal
connections as well as the opportunity for professional networking. For a list of the Business-oriented
student organizations, please visit:
http://www.csuohio.edu/business/currstudents/organizations/index.html

**Study Abroad in Italy**
Each year, students at the Nance College of Business are given the opportunity to study abroad in some
fascinating countries including China, Costa Rica, England, France, Germany and Mexico. We are
pleased to announce our newest destination—Italy. Students are encouraged to apply for the
opportunity to gain an exceptional cultural and educational experience abroad in Italy in January, 2011.
Detailed information on this study abroad trip to Italy can be found at:
http://www.csuohio.edu/offices/international/study_abroad/csu_program/current/italy.html

On behalf of the entire faculty and staff of The Nance College of Business, I wish you a positive and
productive academic year.

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EMBA Class of 2011 Visits Scandinavia

The Executive MBA (EMBA) program at Cleveland State University is a globally-focused 19-month program
designed for busy professionals. Each EMBA program includes a trip overseas in order to enhance the
educational experience that Cleveland State has to offer. The class of 2011 had the opportunity to visit
Scandinavia (Finland, Sweden and Denmark) and meet with universities and companies.

The trip began in Helsinki, Finland where guided walking tours of the city were arranged to learn about
the culture. The students met with company executives at Sonoma, Nokia, Kone, and Finnair who presented
information about their respective companies. The students were then given the opportunity to ask
questions which added value to their experience. In addition, students met with professors at Hanken,
Center for Relationship Marketing and Service Management.

Stockholm, Sweden was the next stop on the trip. Students were taken on a tour of two companies. The
first was Husqvarna, where the talent management practices were reviewed. The second was Coca-
Cola Drycker Sverige where their bottling facilities were the focus of the visit.

From Sweden to Copenhagen, Denmark the students met with professors at the Copenhagen Business
School. A presentation was made on the programs offered at the school, as well as companies such as
Carlsberg Group which reviewed the company’s position in the brewery market.

The EMBA Program/Study Tour is an excellent tool to enhance the student’s awareness of cultural and
business practices on a global scale. It brings cohesion to the group and provides memories to last a
lifetime.

Is the EMBA program for you? For more information visit [http://www.gofoemba.com](http://www.gofoemba.com) or contact Dr. Elad
Granot at 216-687-6925 or [e.granot@csuohio.edu](mailto:e.granot@csuohio.edu).

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Featured Alumni John Hubbard, MBA ’73
John Hubbard, recently retired CEO of Bodycote plc (London Stock Exchange), the world's largest and most respected heat-treating, hot isostatic pressing, materials testing, and metallurgical coatings service company, is this month’s featured alumni. He graduated from Cleveland State University with a metallurgical engineering degree in 1970 and a MBA degree in 1973.

Hubbard came to Fenn College from a small town in southeast Ohio. While a student, he began a co-op program with Warner & Swasey, who at the time was the second largest global manufacturer of machine tools. He worked the night shift as a heat treater, and held various other positions until his graduation, when he was promoted to metallurgical engineer. He soon managed 6 factories throughout the United States.

While at CSU, Hubbard valued his “blue-collar education” and the “pragmatic and applicable” lessons he was learning from faculty members who had experience in their field of expertise. He had a particular appreciation for Dr. Andy Gross, his thesis advisor who helped him research and write a paper on the future of the machine tool industry. Hubbard’s findings pointed to the increased use of automation and computerization in the future. When he shared his findings with his employer, Warner & Swasey, they did not heed his predictions. Hubbard’s findings proved true in less than ten years. Warner & Swasey closed their doors soon after.

Hubbard left Warner & Swasey in 1973 and served as an adjunct faculty member at CSU for a year, teaching advanced statistics and business ethics. Also in 1973, he co-founded his first of three companies in Cleveland, which built custom furnace and control systems for the heat-treating and forging industry.

Hubbard sold his share of the company to his partner in 1976 and became the General Manager for Hinderliter Heat Treating in Oklahoma. In 1983 he became the President of Hinderliter where he grew operations from one factory with less than $1 million in sales to 7 facilities with over $22 million in sales. After gaining control of the company, Hubbard sold it to Bodycote in 1996, staying on as President of their North American thermal processing unit.

In 2002, Hubbard was named CEO of Bodycote and moved to England to run the company. At the time, Bodycote employed roughly 5,700 people and had turnover of just under $700 million. Hubbard grew Bodycote to over 11,000 employees and over $1 billion in turnover by his retirement in April 2009. His philosophy was simple: “grow and stretch the company to be bigger and better, while surrounding yourself with competent people.”

Hubbard still works as a resource for Bodycote as part of the succession plan he helped implement before retiring. A model leader, Hubbard is most proud of the opportunity and growth he was able to provide for his employees and the impact he was able to have on them and their families.

Hubbard is an avid motorcyclist and has run over 30 marathons. He and his wife Debi reside in Dallas, Texas and have one grown son.

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**Study Abroad in Italy During Winter Break**

The Nance College of Business is pleased to offer our students an exciting opportunity to study in Italy. This international trip will be held from January 7th – 17th, 2011 providing students the opportunity to learn Italian culture and business practices. In addition to visiting
companies in many sectors of the Italian business community, our students are able to earn academic credit.

Application deadline is October 15th, 2010 for all students; undergraduate INB majors will receive priority admittance through September 15th.

**Academic Program**

- Undergraduates register for INB 491: Field Experience Abroad
- Graduate students enroll in MKT 696: Field Experience Abroad.
- Both are 3-credit hour courses offered during the spring semester

**Cost**

Approximate cost is $2,200 plus CSU tuition. This includes lodging, in-country transportation, airfare, many cultural events, and program fee (cost may vary slightly based on airfare and exchange rate).

**Contact**

Donna Davisson, Study Tour Director  
Department of Marketing, Nance College of Business, BU 463  
Phone: (216) 687-9288 | Email: d.davisson@csuohio.edu  
-or-  
Center for International Services and Programs: UC 302,  
Phone: (216) 687-3910, | Email: study@csuohio.edu

For more information on the application process and guidelines, please click [here](#).

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**Nine Alumni and Faculty Inducted into Nance Hall of Fame**

On Thursday, July 8, many persons gathered at the Port of Cleveland to celebrate the induction of nine new members into Cleveland State University’s Nance College of Business Hall of Fame. This group of distinguished alumni joined the first class, which was inducted last year and included 17 alumni and four faculty members. CSU President Ronald M. Berkman, College of Business Dean Robert Scherer, family, and friends were all present to witness the event.

Members of the Hall of Fame Class of 2010 include seven notable alumni, one distinguished faculty member, and an Executive in Residence:

- Cynthia Brogan, BBA ’83, Treasurer and Vice President of The Sherwin-Williams Company
- Dr. Julian Earls, Executive in Residence at the Nance College of Business
- Larry Enterline, MBA ’88, Retired President and CEO of COMSYS IT Partners, Inc.
- José Feliciano, EMBA ’84, Attorney and Partner at Baker Hostetler, LLP
- Larry Glasscock, BBA ’70, Retired Chairman, President and CEO of Wellpoint, Inc.

Hall of Fame inductees were honored at a special event during the Tall Ships Festival.
Honorees received this special recognition based on their outstanding work and career success. Each member of the Class of 2010 has shown innovative leadership skills as well as a commitment to education.

“We are here to honor some of the most successful and entrepreneurial alumni of the Nance College of Business,” said Dean Scherer. “We are proud of all of our business alumni and wish them many more successes. They are truly leaders in their fields and their communities.”

Tutoring Center Moving to 2nd Floor

As the Nance College of Business continues to grow, so does our commitment to student success. One area of student support in which our college will be investing heavily this year is tutoring. For many years the Academic Support Center, which provides tutoring assistance in accounting, finance, information systems, and statistics, has been located in BU 426. In an effort to bring more visibility and accessibility to this great resource, we plan to move the tutoring center into the lounge located next to the Academic Advising Center (BU 219) during the early stages of the fall semester. In addition, we are pleased to announce that we will be adding a writing/business communications tutor to this talented staff. We look forward to enhancing your success with these exciting new developments.

Supply Chain Symposium Held on August 6th

On August 6th, 2010, Supply Chain Management program directors, faculty, and members of professional organizations came together for a one-day symposium hosted by the Department of Operations & Supply Chain Management (OSM).

The Symposium, titled, “Developing a State-of-the-Art Supply Chain Program,” allowed the attendees and presenters to exchange information and share the experiences of recognized supply chain programs. Featured topics included learning from best practices, recruiting students, and developing program recognition.

After opening remarks by Dr. Oya Tukel (chair of the OSM Department at CSU), directors and professors from Michigan State University, Ohio State University, Bowling Green State University, and Columbus State Community College made presentations on the curriculum, best practices, and resources of their Supply Chain departments.

In the afternoon, speakers from APICS, Penske, Solar Impact, and the Consulate General of Canada made presentations and participated in an hour-long panel discussion moderated by Perry Trunick, Associate Editor of Inbound Logistics Magazine.

The symposium ended with closing remarks from Dr. Bob Scherer, Dean of the Nance College of
Dr. Waren to be Awarded the INFORMS Impact Prize

The Institute for Operations Research and the Management Sciences (INFORMS) is an international society for practitioners in the fields of Operations Research and Management Science.

Dr. Allan D. Waren, Professor of Computer and Information Science, and his coauthors (Dan Fylstra, Leon Lasdon and John Watson) published an article in 1998 entitled “Design and Use of the Microsoft Excel Solver” that discussed their design approach and their implementation of the Excel Solver. This fall, at the INFORMS annual conference, to be held in November in Austin, Texas, they will be awarded the INFORMS 2010 Impact Prize for the impact of the Solver on the profession and the user community.

The INFORMS Impact Prize, awarded once every two years, is intended to recognize contributions that have had a broad impact on the field. The contribution could be an idea or technique that is widely used, or it could be someone who played a major role in bringing significant methodology into widespread use. This is not a research award. The awards committee is not judging the quality of a body of work. Instead, emphasis will be placed on evaluating the breadth of the impact of an idea or body of research.

Students Successfully Complete Global E-Commerce Certificate Program

Students participating in the Multi-National E-Commerce Certificate Program successfully completed the program in July. The Nance College of Business in cooperation with our partner universities Berufsakademie, Heidenheim in Germany and Universidad de Concepcion in Chile, offers the certificate program to both undergraduate and graduate level students. Not only did the students earn the Global E-Commerce Certificate and earn credits towards their business degree, but they also enjoyed sightseeing tours to places such as Berlin and Munich.

Courses Required

The certificate required completion of 4 business courses that count towards a Bachelor or Master of Business Administration degree. These courses include:

- Electronic Business (held in Heidenheim, Germany from January 2-19, 2009)
- Customer Relationship Management (offered via Interactive Video Conference to Germany and Chile from CSU during January-May 2009)
- Global Supply Chain Management (offered via Interactive Video Conference to Germany and Chile from CSU during from January-May 2009)
- Business Strategy (held in Cleveland from June 15-30, 2009)

Students were also assigned to international project teams and completed a sponsored project. This project counted towards the Business Strategy class.

Eligibility

Students must be in good academic standing with a minimum of a 2.0 grade point average for
undergraduate students and a minimum of a 3.0 grade point average for graduate students.
Undergraduates must have at least a Junior status and be eligible to take upper division business courses.

Nate Johnson and Matthew Kukla Pass Rigorous Level I CFA Exam

Two of Nance’s Business students recently accomplished something few professionals with their level of experience have achieved, passing of the Level I Chartered Financial Analyst exam. The CFA designation is the highest level of certification possible for finance professionals. The exam itself is a difficult process and less than 40 percent of people who take it pass the first time. Nate Johnson (MBA) and Matthew Kukla (BBA-Finance) successfully completed the CFA Level I exam in June passing it the first time around. They are now qualified to proceed to the Level II exam. Kukla largely credits his success to the CFA Level I review course that CSU offers.

The CFA charter is recognized around the world as a measure of competence, integrity, and passion; and employers are willing to pay a premium to investment professionals who have earned this designation. In fact, many employers stipulate the CFA charter as a requirement for investment-related positions and/or for advancement to more senior positions.

Nance offers the CFA Level I Review Course (FIN 473 and FIN 673) for academic credit in collaboration with Stalla, a division of Becker Professional Education. For complete information about CFA review course, please visit the CFA Institute's web site or contact Dr. Chenchu Bathala, Chair and Professor, Department of Finance; Phone: (216) 687-4715.

Pre-College Program Encourages Students to Continue Education at Nance College of Business

More often than not, the media depicts our high school students as being unprepared and lacking the necessary skills to excel at the college level. The Cleveland Scholarship Program, Youth Opportunities Unlimited (Y.O.U.) and the Nance College of Business set out to prove otherwise. These three organizations have collaborated to create a six week Pre-College Program with the philosophy “Prepare, Learn and Earn”. The Pre-College program was conceived by Robert Romero, Executive-in-Residence. Sarah Grossner, a graduate student at CSU who is completing her Master’s degree in Adult Learning and Development assumed the role of instructor for the 2010 program.

Twenty students from the Cleveland City Schools were given an opportunity to explore the academic side of college life through classroom instruction. They also learned crucial elements that go into the process of searching for the right University and also for a job. The students engaged in two college courses: Introduction to University Life and Introduction to the World of Business. Credits will be transferable if the students enroll at CSU upon graduation from high school. At the conclusion of the program, the students displayed an increased level of readiness as well as increased self-esteem and maturity. Statistically, based on pre- and post-test scores, the students increased their scores by an average of 18%. There is no doubt that this program is having a great impact on those who participate.

Pre-College Program Preparers Students for Career in
Construction Management

This summer, the Nance College of Business was proud to collaborate with the Contractors Assistance Association, Construction Employers Association and Hard Hatted Women to offer the Construction Management Academy Program (CMAP) to ten students from the Cleveland Metropolitan School. The goal of this two month program was to develop and prepare the students for a business career in the construction industry, while encouraging them to consider studying business at Cleveland State University. If the students enroll at CSU, they will receive college credit for the class.

With the completion of the CMAP, the students have a better understanding of how business operates, specifically in the construction industry, and are better equipped to pursue a career in that industry.

CMAP consisted of three parts:

1. **Education**: Introduction to the World of Business course, including seminars on resume writing, interviewing and presentation skills through CSU’s Career Services, and a Leadership forum through the Maxine Levin College of Urban Affairs
2. **Professional Skill Assessment and Development**: blueprint reading, construction estimating, construction accounting, sessions in the Fenn College of Engineering and OSHA certification hours
3. **Employment/Mentor Protege**: students gained practical experience working as a paid intern in the construction industry and were exposed to industry leaders.

This pre-college program was conceived by Robert Romero, Executive-in-Residence at Nance College, and Glen Shumate, Executive Director at Contractors Assistance Association. Jennifer Nezovich, a part-time instructor in CSU’s Academic Marketing department served as the classroom instructor for the World of Business course.

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