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Dialogue: News from the Monte Ahuja College of  
Business

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Monte Ahuja College of Business

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## Dialogue

News from the Nance College of Business

September 2009

### UpFront

#### How the Nance College of Business spent its summer vacation

As we begin the 2009-2010 academic year, I remember what it was like to return to school after each summer vacation. In my case, I remember my teachers asking my friends and me to write the dreaded "What I did on my summer vacation" theme paper (or worse...give the presentation orally in front of the class!).

This summer has been very busy in our Nance College of Business. I thought you might be interested in reading about some of the things that have occurred as a result of hard work and dedication by our faculty, staff, and students. So...here is a sampling of what happened during our "summer vacation."



*Robert F. Scherer, Dean*

A team of students including CSU business student John Adams, with students from Kent, Akron, and Baldwin Wallace was recognized as having the best new business plan during the third annual, Entrepreneurship Immersion Week. The team, coached by our own Jeff Susbauer, Chair of the MLR Department and resident expert on entrepreneurship education, earned the top spot for their plan "Greenolies," an organic spoon made out of oats glued together with honey.

Tom Whipple, Chair of the Department of Marketing and Director of the Short-Term Study Abroad programs, recently returned from a Study Abroad tour to Chile. They teamed up with our partner University, the Universidad de Concepcion. The students were able to visit four Chilean companies, receiving insight into some of South America's most successful businesses. [See the article below](#) for details of their site visits.

On the international scene, we were awarded our fourth consecutive U.S. Department of Education, Title VI-B grant. This grant will focus on Sustainable Global Economic Development. [Read more about it below.](#)

Many of you have met and collaborated with Robert Romero who has been with the College as a Visiting Executive this year. Robert is participating in the NASA Inter-Governmental Personnel Act program, which authorizes federal employees to be assigned to a detail outside of their agencies as part of their continued professional development to enhance their executive leadership or research skills. Romero worked with Laural Wagner, a MLRHR graduate assistant, to pilot the Pre-College Program with Y.O.U, Inc. [See the article about the program below.](#)

These are just a sampling of our faculty, student, and staff activities and accomplishments this past summer. As you can guess, it has been busy but our successes in entrepreneurship, sustainable economic development, and global business continue to reflect the creativity, innovation, and teamwork that have served us well in moving the Nance College of Business in a positive direction.

With the summer of 2009 coming to a close, we look ahead with the positive energy that a new

academic year brings and a continued commitment to excellence in our academic programs and business community outreach activities. Here's to a great academic year ahead!

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## Nance College Awarded Fourth Consecutive Federal Grant to Expand "Best in Practice" Global Business Programs

### New grant adds sustainability focus to international programs

The Nance College of Business has been awarded a fourth consecutive Title VI-B grant in the amount of \$189,449 from the U.S. Department of Education to integrate the principles of sustainability across all international business programs, partnerships, and alliances. The grant will be used to ensure a high level of quality, sound financial stability and the capacity to prepare a new generation of leaders, educators and practitioners with the skills and tools necessary to lead competitive businesses, in terms of financial success, social value and environmental quality, in today's global marketplace.



The award recognizes the Nance College for "Best in Practice" standards nationwide for global business and makes CSU one of only a few (approximately 5 percent) universities nationwide to receive four consecutive Title VI-B grants. With this award, the College has received over \$720,000 in highly competitive grants for international business programs since 2003.

The College will use these funds to develop new international business programs and resources that bring students, faculty, and companies together to actively engage in sustainably focused global business activities.

"We are honored to receive this latest grant from the U.S. Department of Education, and we deeply appreciate this recognition of our international business programs and the trust placed in us to make the best possible use of these funds. With this award, we will be able to keep the momentum going that is solidifying our College's place as a nationally recognized leader in sustainability, now and for the long-term future," said Dr. Robert Scherer, Dean of the Nance College of Business.

The award will enable the College of Business to:

- Design and deliver a graduate-level concentration in Global Sustainable Management in partnership with Groupe ESC Clermont Graduate School of Management, France with an international study abroad component.
- Leverage our University Partnership with the University of Concepcion, Chile and Groupe ESC Clermont Graduate School of Management, France to establish a portfolio of internships overseas for international business students in French and Spanish.
- Establish a student chapter of Net Impact to provide students access to an international business network of students, faculty and professionals; engage in projects and conferences; and access educational materials and career and internship opportunities in the global marketplace.
- Establish the Global Leaders in Sustainability Forum in collaboration with the Corporate Sustainability Network for Northeast Ohio business leaders and CSU faculty.
- Partner with the North American Small Business International Trade Educators (NASBITE) Association and Professional Examination Services to establish a sustainable business model to advance the NASBITE Certified Global Business Professional certification.

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## Featured Alumni: Jon Eggleton, MBA '00

Jon Eggleton is a marketing & e-commerce executive with extensive experience in multi-channel acquisition and retention. He has worked in the interactive space

since early 1998, having held various management roles in the e-commerce divisions of large retail brands such as OfficeMax, Things Remembered, and the Home Shopping Network. Most recently he was responsible for all cross-marketing, customer service, and ancillary revenue initiatives for the AG.com division of American Greetings Interactive.

A native of Mentor, OH, Eggleton began his career at Penton Media in Cleveland in 1996 after graduating from Ohio University with a degree in Communications. He helped launch a new recruitment advertising supplement for the business-to-business media publisher. After two years at Penton, Eggleton joined the

e-commerce team at OfficeMax, Inc. as Partner Marketing Manager. There, he helped develop multi-channel loyalty partnerships with companies such as Continental Airlines, Northwest Airlines and Quixtar and grew their affiliate program from launch in 1998 to over 25,000 partners and eight-figure revenue by 2001.

In 2002, he successfully implemented the first sweepstakes program at Things Remembered, where he was an e-Commerce Marketing Specialist. He was responsible for email marketing, online display media and the affiliate program.

Eggleton then transitioned to Home Shopping Network in St. Petersburg, FL where he was named Senior Manager of Online Marketing. Eggleton was responsible for the development and execution of online promotions, as well as strategic distribution relationships for HSN.com.

Eggleton returned to Cleveland in 2005 to begin his tenure at AG Interactive (AGI), an American Greetings Company. He started as Director of Online Marketing and later became the Vice President of Marketing. Upon his return, Eggleton began a professional friendship with Nance marketing professor Jim D'Orazio. Together, Eggleton and D'Orazio created the CSU/AGI Challenge, where marketing students try to solve current marketing problems being experienced by AGI. Students present their solutions to a panel and the winner is given an internship at AGI. So far, each of the three winners has been subsequently hired by American Greetings, with a total of six participating students finding employment at AGI.

Eggleton earned his MBA from the Nance College of Business in 2000. He feels he was more invested in his MBA program because he was paying his own way. He cites a Fundamentals of Finance class with being "the most useful class I ever took."

Eggleton served as the President of The Web Association, a professional organization that hosts three to four events per year at the Nance College of Business, which typically draw crowds of forty to sixty marketing professionals. He is also a regular contributor to [Noon@Nance](#), a series of free lunch-and-learn lectures held on campus.

Eggleton is currently living in Atlanta, working for Progressive Lighting. He and his wife Shannon are expecting their first child in January.



*Jon Eggleton, right, on the Noon@Nance panel in February 2009*

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## Nance College of Business Launches Capacity Planning Project in Zambia

The development of a strategic plan to build capacity for the Copperbelt University (CBU) in Kitwe, Zambia got started on June 22, 2009. The strategic plan development is being funded

by the Higher Education for Development, which in turn derives its funding from the United States Agency for International Development (USAID). The project is one of 20 capacity development projects in Sub-Saharan Africa selected from a pool of about 300 proposals. The objective of the planning grant is to develop a strategic plan that will enhance the educational capacity of the Copperbelt University in an innovative manner. Dr. Santosh Misra, Chair of the Computer and Information Science Department is the project lead from CSU; Dr. Hastings Libati, Dean of the School of Technology of the Copperbelt University leads the Zambian side of the project.



*Dr. Santosh Misra (front left) with faculty of the Computer Science department at the Copperbelt University, Kitwe, Zambia*

The strategic planning process got off to a good start with a leadership development workshop led by Dr. Robert Scherer, Dean of the Nance College of Business. Twenty-seven members of the Copperbelt University, including deans, assistant deans, department heads, and faculty members attended the leadership seminar. Judged by the comments of the participants, the leadership seminar was a resounding success and will help start a process of change within the University. CBU participants have requested additional sections of the leadership seminar so that others at CBU can participate.

A number of meetings were also held to determine strategic priorities for CBU's stakeholders. Stakeholder inputs will be used to draft the strategic plan to build capacity at the University.

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## Dr. Scherer participates in Fulbright Senior Specialists Program

From mid-July to mid-August, Dr. Scherer was at the Universidad de Concepcion in Chile as a part of the Fulbright Senior Specialists Program. During his time there, Dr. Scherer's main objective was to support the formulation of a new doctoral program in *Management of Sustainable Organizational Systems*.



*Dr. Robert at the Universidad de Concepcion*

Dr. Scherer and his faculty colleagues at the Universidad de Concepcion were able to develop the curriculum and all the materials. The new program anticipates research and student exchanges between the Nance College and the university in Chile. Dr. Santosh Misra, Dr. Raj Javalgi, and Dr. Oya Tukul will collaborate on the program. The program will begin recruiting for its first class in August of 2010 and hopes the first class will begin March 2011.

The Fulbright program is sponsored by the U.S. Department of State's Bureau of Educational and Cultural Affairs and is the government's flagship international exchange program. Dr. Scherer also served as a Fulbright Senior Scholar from 1998-1999, teaching and conducting research at the Universidad de Concepcion. Through a Fulbright Legacy Grant while he was a Professor and Associate Dean at Wright State University, Scherer worked with the Universidad de Concepcion to develop a joint MBA program with emphasis on production and operations management. For more information regarding the Fulbright program, visit [www.fulbright.state.gov](http://www.fulbright.state.gov).

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## Two of Nance's Best Pass Rigorous Level I CFA Exam

Two of Nance's Finance majors recently accomplished something few professionals with their level of experience have achieved—passing of the Level I CFA Exam. Shadie Andraos (BBA May '09) and Heather Nguyen (BBA Dec '09) successfully



completed the CFA Level I exam in June and are now qualified to proceed to the Level II exam.

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.



*Shadie Andraos*

Both Shadie and Heather highly recommend the program to any students who want to excel in the investment profession.

"Studying to take the exam required a conscientious effort as well as a tremendous amount of determination. Although it was challenging, graduating with a finance degree during the recession was very motivating. With so many individuals vying for a limited number of positions, differentiating myself was integral to my success after graduation. When I started working at my current employer, Barclays Capital, it was clear that my hard work and dedication was entirely worth the effort," said Andraos.



*Heather Nguyen*

Nguyen adds that, "My experiences in China, Vietnam and the U.S have shown that investment professionals worldwide all recognize and value of the CFA designation. By committing to the CFA program, I have really distinguished myself with potential employers."

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 program, please visit the [CFA Institute's web site](#) or contact [Dr. Chenchu Bathala](#), Chair and Professor, Department of Finance; Phone: (216) 687-4715.

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## Successful Pre-College Program Showcases Nance College of Business

"Prepare, Learn and Earn" was the philosophy behind the pilot Pre-College Program held this summer. Youth Opportunities Unlimited (Y.O.U.) and the Nance College of Business collaborated to develop a program that would give youth in the Cleveland area an opportunity for education and employment. The Pre-College Program was conceived by Robert Romero, Executive-in-Residence, endorsed by Dean Scherer, and supported by Associate Dean Dr. Benoy Joseph and Mr. Ken Dippong, Director of Student Services. Lural Wagner assumed the role of coordinator for the program. She served as the classroom instructor, field visit supervisor and directed the mentors. Ms. Wagner is a graduate student at CSU who is completing her Master's degree in Labor Relations and Human Resources.



*Y.O.U. graduating class*

The program's intent was to motivate and prepare high school students from the Greater Cleveland area for college and employment. An additional incentive for the Nance College of Business was to promote diversity by encouraging the students in the program to consider attending Cleveland State University and majoring in business when they graduate from high school.

Youth Opportunities Unlimited chose ten students to participate in the six week Pre-College Program. There were three components to the experience: Academics, Mentoring and Employment. The students engaged in two college classes: Introduction to University Life and Introduction to the World of Business. If the students enroll at CSU after they graduate from high school, they will receive college credit for the classes.

The students had six hours a week of mentoring. Each week had a different theme, such as Professionalism and Presentations. Students received valuable information on financial aid and scheduling as well as research and presentation skills. The mentoring was provided by undergraduate/recent graduates: Chad Lee, Isabel Montoya, Samuel Stone and Chateria Ray.

On Fridays, the students, mentors and the coordinator visited an area employer such as: Cleveland MetroParks Zoo, NASA Glenn Research Center, Cleveland Browns Stadium and Westerly Wastewater Treatment Plant. The employer gave a formal presentation followed by a tour of the location.

Throughout the program the students toured CSU campus locations such as the dorm, recreation center, bookstore and library. During the final week, the students and mentors went on a scavenger hunt across campus.

At the conclusion of the program, the students were asked to provide honest evaluations so improvements can be made. The students gave the program an average score of 4.75 out of 5. One of the students commented that, "It was a great experience. I would strongly recommend they run the same program next year." More than half of the students indicated that they would consider attending CSU after they graduate from high school.

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## Students Study Abroad in Chile

A group of thirteen business students, led by Dr. Tom Whipple, Chair of the Department of Marketing, recently returned from a successful international business study trip to Chile. The group of undergraduate and graduate students took part in a ten-day study tour as part of the Short-Term Study Abroad Program. These 10-day study trips not only allow students to fulfill a requirement for graduation, but they also provide valuable experience in international business.

The students began the trip with sight-seeing in Santiago and Valparaiso. They next spent some time at Nance College's partner university, the Universidad de Concepcion, where they received an orientation and further background into the Chilean business environment. Whipple and the students were then able to visit Chilean companies in the forestry, shipbuilding, wine, steel, and mining industries, receiving insight into some of South America's most successful businesses.



*CSU students in Valparaiso, at a monument to the Chilean hero Arturo Prat*

This was the second trip to Chile as a part of the Short-Term Study Abroad Program. Dr. Whipple called the experience a positive one for both himself and the students who took part in the trip. If you are interested in participating in the Short-Term Study Abroad Programs to Paris, Germany, England, or Chile, you can learn more at <http://www.csuohio.edu/business/academics/studyabroad.html> or email [Dr. Whipple](mailto:Dr. Whipple) for more information.

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## Celebrating 44 Years at CSU: Professor Fred Friend

When Adjunct Instructor Fred Friend taught his first class at CSU in 1965, the University was in its infancy. The State of Ohio had just taken over tiny Fenn College and turned it into the new Cleveland State University. Friend's first class was Introduction to Business. The following year he began teaching Business Law. Forty-four years later, the eighty-two year old Friend is still teaching three to five sections of Business Law each year. Thousands of CSU graduates have taken Friend's course.



*Prof. Fred Friend*

Born and raised in Bellevue, Ohio, Friend was the starting center on his high school basketball team, which won the 1945 Ohio High School State Championship, with Friend earning all-state recognition. He served a stint in the Army, and then went on to attend the University of Notre Dame where he played varsity basketball before graduating in 1950. Friend married his wife Jacqueline in 1951, and the couple went on to have nine children and nineteen grandchildren (so far).

Friend later graduated from Cleveland Marshall College of Law, going to school at nights while raising his family. His subsequent long career as a probate and real estate attorney has spanned fifty-four years and counting. He also served as a magistrate in the Cuyahoga Probate Court, and worked many years as an attorney for the Union Savings Association. All the while, he continued to teach regularly at CSU.

When Friend first joined CSU, there were only two buildings in which classes were held. In fact, he remembers teaching Business Law classes held at local high schools, in an effort to drum up students and name recognition for CSU.

When asked about his time at CSU Friend says, "Cleveland State has been a part of my life, and I'm just glad that I've been a part of its life."

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## A Fun Season for CSU Sponsored Softball Team

**Written by Megan Astman**

The 2009 Beachwood co-ed softball season was a blast! Co-sponsored by the Nance College of Business and Cleveland-Marshall College of Law, the team roster consisted of current students as well as alumni with their spouses and friends. For three months, Friday nights were consumed by double-headers in the city of Beachwood. Wearing the "Engaged Learning" t-shirts proudly, the Viking representatives brought home some wins, but more importantly had fun while playing. The experience is a true testament to the generosity of the University and the team is extremely thankful to the College of business and Cleveland-Marshall College of Law for not only sponsoring the athletic enjoyment, but also for emphasizing the importance of community and friendship.



*CSU sponsored softball team*



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