2005-03

Graduate School of Business and Public Policy (GSBPP) Newsletter / March & April 2005

Monterey, California: Naval Postgraduate School
Dean’s Corner

The latest Newsletter from the Naval Postgraduate School Foundation reports that over the last two years, NPSFI has raised more private funds than the total collected in the first thirty-two years of the Foundation’s existence. This is a tribute to the leadership, vision, and hard work of Admiral Hank Mauz and Rear Admiral David Bill. BPP has benefited from support by the Foundation, including funding for the upgrades in the Classroom of the Future (I-260), funding for our convocations and award ceremonies, and cash awards for the Liskin prizes for outstanding BPP student and outstanding BPP instructor, donations of computer equipment, and research support.

A key element of university fund raising is support from alumni and faculty. Fundraisers say that evidence that those closest to the institution are willing to invest in it provides incentive and leverage to approach other benefactors. The Foundation reports that the following members of the BPP faculty have been donors in 2005:

- Jim Greene
- Jeff Cuskey
- Jim Hinkle
- Doug Brook
- Tom Hughes
- Joe San Miguel
- John Shank
- Bill Hatch
- Keith Snider
- Becky Jones
- Dave Lamm
- Mike Boudreau
- Thorn Crouch
- Paul McCarthy
- Brad Naegle
- Rene Rendon
- Uday Apte
- John Dillard
- Chip Franck
- David Henderson
- Keebom Kang
- Dennis Mar
- Doug Moses
- Dan Motherway
- Leslie Sekerka
- Don Summers
- Corey Yoder
- Roxanne Zolin

BPP leads the NPS campus is the number of faculty donations. Hank Mauz and David Bill have asked me to express their appreciation for BPP support.

Presentations & Publications


Douglas A. Brook, "Meta-Strategic Lobbying: The 1998 Steel Imports Case", Business and Politics, vol. 7: no. 1
**Program Update**

*Manpower Systems Analysis (MSA)*

The annual Manpower Systems Analysis (MSA) Thesis Day was held on Mar 2, 2005 in Washington D.C. Six (MSA) students accompanied by Prof Mehay and CDR Bosque presented their thesis to an audience from various Navy and Marine Corps commands, among them the Office of the Secretary of the Navy, N1, N12, N13, N14, MCPON and USMC HQ Programs and Resources. VADM Hoewing, the Chief of Naval personnel had a one-on-one session with the students and was impressed with the “relevant and actionable” topics and has asked that next year thesis day be conducted in both Washington and Millington, TN. RADM Talbot awarded LT Elena Pecenco with the Chief of Naval Personnel Award for Academic Excellence in Manpower Systems Analysis. This award is given semi-annually based on academic excellence, thesis quality and leadership potential.

Below is a list of the students and their thesis topic:

**LT Elena Pecenco**  The Retention of Female Unrestricted Line Officers

**LTjg Karine Pierre**  Effect of Increased Operational Tempo (Post 9/11) on the Retention Rate of Hospital Corpsman

**CDR Joseph Waite**  Affiliation of Naval Veterans with the Reserve in the 21st Century

**Capt Paul Gillikin**  Analysis of the Navy and Marine Corps PPBES: The Manpower View

**LCDR Lance Davidson**  A study of the Department of Defense (DoD) Student Testing Program (STP)

**LT James (Mike) Williams**  Comparative Review of the Navy’s 360 Feedback Pilot Program

**MBA - Cost and Price Analysis and Negotiation**

**CDR (Ret) Cory Yoder**  brokered and utilized the voluntary support of Northrop-Grumman and the Boeing Corporation in participating in “mock” contract negotiations designed to enhance the academic development of sixteen NPS students enrolled in the MN3304 Cost and Price Analysis and Negotiation course.

The academic drill is designed to reinforce and capitalize on the concepts and analytical tools developed in the MN3304 Cost and Pricing course, and other courses within the MBA curriculum. Two separate negotiating teams, conducted an extensive fact-finding and negotiation related to a simulated contract solicitation and negotiation process.

Northrop-Grumman utilized a sanitized version of the SP15 Trident Fleet Ballistic Missile Trainer, with a clear focus on specific contract performance areas designed to enhance the educational value and real-world relevance of the mock negotiation learning experience. The Boeing Corporation utilized the real-world template of the F/A-18 Performance-Based Logistics contract; clearly on the cutting edge of PBL. All enrolled MN3304 students participated in a guided tour of the Northrop Grumman “Hendy” Iron Works and Machinery Facility and pursuant to a pre-negotiation fact-finding. The plant tour in Sunnyvale consolidated many of the course lessons, and provided many students with their first real-world view of complex engineering and manufacturing that is the hallmark of our industrial base capacity.

The site visit and plant tour proved to be a key element of the student’s preparation for the graded negotiation for the Northrop teams, and of significant value even to those not earmarked for the Northrop negotiation. Four student teams conducted exhaustive research, created a pre-negotiation memorandum with defensible positions, and conducted the
actual negotiation with the industry representatives that represented those firms for the real-world actual contracts utilized for the scholastic exercise. The mock negotiation, although challenging, continues to receive high praise from participants at NPS, at within industry.

**EMBA**

The Executive Master of Business Administration (EMBA) program in the NPS Graduate School of Business & Public Policy (BPP) completed the in-residence orientation program for newly enrolled students during the week of 21-25 March 2005. A total of 54 students attended the week-long session, which included their inaugural graduate-level course and a comprehensive series of briefings on the distance learning Defense-focused EMBA program and courses of instruction, NPS policies and procedures, VTE and web-based technology used in course delivery, IT systems supporting instruction, and an overall introduction to graduate education. Gail Thomas and Alice Crawford taught the two cohort groups in a two-credit-hour course “Managing Teams.” The students represent Navy commands in seven locations, including two new satellite sites which were established in this cohort rollout at NAS Patuxent River MD and NAS Fallon NV. The EMBA now has 187 students under instruction, with the next two cohorts of 32 students expected to be awarded their NPS degrees in September 2005.


Larry Jones delivered lectures on public management to students in the doctoral program in the Department of Economics and Public Management at the University of Siena, Italy in mid-April. He also teamed with Dr. Michael Barzelay, London School of Economics, in a short course on developing case study methodology for research in public management in the same program.

### Professional Activities

Rene Rendon was recently elected as the Chair for the Federal Acquisition and Subcontract Management Group (FASMG) of the Institute for Supply Management (ISM). The FASMG is an educational and professional group consisting of ISM members who are involved in supply management within the federal government. The ISM is an educational and professional association leading the supply management profession through education, research, and leadership. Rene will serve as Chair for a 2 year term.

**Conrad Chair**

The following December graduating students have been nominated as Potential Conrad Scholars.

- LCDR Thomas Dickinson, USN
- LT Gordon Meek, USN
- CAPT William Cox, USMC
- LTJG Todd McGee, USNR

**Faculty Appointments**

**Maj Bryan J Hudgens, USAF** joins the Graduate School of Business & Public Policy as a lecturer in Strategic Purchasing and Supply Chain Management. Maj Hudgens joins us from AFIT at Wright Patterson AFB, Ohio. His professional experience spans from the field of government contracting, from supporting front-lines contracting in the Persian Gulf, to negotiating and administering major weapon system contracts for the US and foreign allies.

**LT Tony Padilla, USN** joins us from NATO Joint Command Lisbon, Portugal where he served as Command Internal Auditor and Branch Head of Budget and Disbursing. LT Padilla has competed the Federal Financial Management certificate Program and is a Certified Defense Financial Manager (CDFM).
Promotions and Awards

Congratulations are in order...

USN LT George Estrada, USN to LCDR

Martin, Chinyelu USA, Pereira, Mike USA, and Vogel, Vance USA promoted to Lieutenant

Librarian's Corner

Library Survey

Thanks to those of you who took the time to fill out our recent standardized survey. I’ll let you know in a future column the highlights of what we learn from it.

New Library Research Resources

I’ve sent e-mails about both of these, but some of you may have missed them. We have two new resources of particular relevance to GSBPP: Management & Organization Studies: A SAGE Full-Text Collection and Conference Board Business Knowledge Research. Both are described and linked on our Databases page (see the By Title or Management and Economics listings).

Looking for Places to Publish Your Work?

Thanks in large part to some lobbying from some of the newer GSBPP faculty the Library now provides access to Cabell’s Directory of Business Publishing Opportunities. Look for it on both the Databases page and our Library Services for Faculty page (http://library.nps.navy.mil/home/facultyinfo.htm).

Bibliographic Management Software Available

Did you know that the Library provides access to RefWorks (a program similar to EndNote, ProCite and Reference Manager)? NPS students, faculty and staff can use this software to manage their citations, incorporate them into their papers or manuscripts and print out bibliographies using a wide variety of standard citation styles. RefWorks is available.
papers or manuscripts and print out bibliographies using a wide variety of standard citation styles. RefWorks is available on the top of the Databases page (http://library.nps.navy.mil/home/databases.htm). We offer frequent classes on RefWorks – see our Classes page at http://library.nps.navy.mil/home/classes.htm. If there is interest, I would be delighted to do a GSBPP faculty training session. Just ask!.

Ann Jacobson
BPP Librarian

Just a reminder… Softball Season is here!

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