2011 Dean's Report
Our Vision
The SIUE School of Business will be a nationally recognized premier Metropolitan business school that develops highly skilled and innovative graduates who enhance businesses, organizations and communities.

Our Mission
Our mission is to engage in high-quality instruction, research and professional activities to prepare current and future business professionals and improve business practices. These efforts add value: for students, by enhancing their career prospects; for organizations, by developing business professionals who meet their needs and stimulate innovation; and for business disciplines, by producing and disseminating timely and relevant scholarship.

Academic Programs

Undergraduate Programs
- BS Accountancy
- BS Business Administration
- BS Business Economics and Finance
- BS Computer Management and Information Systems

Graduate Programs
- Master of Business Administration
- MS Accountancy
- Master of Marketing Research
- MS Economics and Finance
- MS Computer Management and Information Systems

Fall 2011 Undergraduate Enrollment
- Pre-Business: 163 (15%)
- Accountancy: 266 (25%)
- Business Administration: 466 (43%)
- Economics & Finance: 58 (5%)
- Computer Management & Information Systems: 132 (12%)

Fall 2011 Graduate Enrollment
- Accountancy: 39 (16%)
- Business Administration: 136 (54%)
- Economics & Finance: 31 (12%)
- Computer Management & Information Systems: 25 (10%)
- Marketing Research: 21 (8%)

53 Full-time faculty 21 Part-time faculty

14 Student organizations (including three national honor societies)

302 Employers who recruited SIUE and School of Business students through on-campus career fairs last year

22,520 School of Business graduates from 1958-2011

58/42 Male/female ratio in undergraduate business programs

66/34 Male/female ratio in graduate business programs

310 Students with a business minor

31 School of Business students who studied abroad in 2010-2011
Message from the Dean

This is the fourth consecutive dean’s report in which we open by acknowledging a global economic recession. As we recognize the achievements of our School of Business, we cannot help but think of the global nature of this recession and how important it is for our students to have a global business education.

When one thinks of global business, images such as a jet taking off for Shanghai, London, or some other center of commerce often come to mind. In reality, the adventure of global business begins for many of our students right here in Southwestern Illinois. Some of our students begin their global business education when they meet here on campus with foreign exchange students from our British, Chinese, French or German partner business schools. Some students experience global business education when they enroll in one of our short-term travel study courses to Hong Kong or Budapest. Some very fortunate and forward-looking students benefit from the immersion experience of an entire semester abroad.

Most students describe their adventure abroad as “life-changing” and their perception of the global community forever changed. That’s important because future business leaders will need insights and problem-solving skills developed in a global, rather than local or national, context. The difficulty world leaders have today in dealing with the global economic recession may be the result of our collective limited experience with global economic systems. Can we afford to educate another generation of business leaders whose perspectives are shaped by predominantly local or national experiences?

In the 2011 Dean’s Report, we highlight some of our achievements and challenges in global business education as well as the international leadership of our alumni. We believe that the success of our alumni, whether they are from the United States or abroad, can be traced in part to the global exposure provided in our increasingly diverse business school. We need to find more ways to continually extend that global exposure to more of our students.

I write this letter from my hotel room in Lisbon, punctuating the importance of global leadership with my own experience. As the mentor for the business school of the Instituto Universitário de Lisboa (ISCTE-IUL), I have an opportunity to promote quality business education by helping ISCTE prepare for AACSB International accreditation of its programs. I feel fortunate to be able to promote quality business education as an AACSB mentor and fortunate to be exposed to different perspectives on business education.

I bring what I have learned back to SIUE so that our students and faculty can benefit from new ideas. It’s important to share with students how their peers (and future competitors!) are being educated around the world. Students are right; global education is a life changing experience—one that never ends and never grows old!

Sincerely,

Gary A. Giamartino, Ph.D.
Dean
The School of Business knows the formula for student success: Classroom learning enhanced with extracurricular activities and opportunities for professional development prepare students to excel in the world of global business. Each year, students study abroad, attend professional networking events and participate in business student organizations to enrich their academic experience and prepare for careers in business leadership as reflected in the following highlights.

1. Other 40 Competition “The Other 40” business pitch competition, presented by the Collegiate Entrepreneurs’ Organization, provided students with the resources, skills and incentives required to launch businesses from initiation to incorporation. Eric Trey Garrison, a junior business major, won first place for his idea to develop “a safe, affordable, non-alcoholic, high-quality music venue for students and young adults in the Edwardsville area.” SIUE School of Engineering students and second place winners created a virtual reality stationary bike application that allows the rider to “bike” anywhere in the world via Google Earth.

2. Edward Jones CEO Visits Finding a new job is never easy. In the current economy this is particularly true. As a guest of the SIUE Chancellor’s Residence Program, James D. Weddle, managing partner at Edward Jones, met with leaders of student organizations in the SIUE School of Business. He spoke about faring the recession, job searches and the importance of internships. Junior business administration student Kelsey Norris said, “His advice for entering the job market was so helpful and it was a great opportunity to be able to meet and network with one of St. Louis’ most prominent business leaders.”

3. AMA Competition School of Business students challenged their creativity at the Nintendo-sponsored 2011 AMA International Collegiate Conference in New Orleans. “Students captured the importance of blending creativity with strategy by tying the conference sponsor to their exhibit theme,” said Dr. Edmund Hershberger, associate professor of marketing and faculty advisor to the SIUE AMA Chapter. “Students also competed in several business competitions, attended professional development sessions, engaged in networking and learned from some of today’s top marketers.”

4. Enterprise Award The School of Business has a long-standing partnership with the Enterprise Rent-A-Car Foundation. Each year, the Foundation underwrites a Student Organization of the Year Award. “The program is a great way for us to see what the most innovative and involved students are working on,” said Sarah Schuh, talent acquisitions manager at Enterprise. According to Schuh, students maintain that same commitment and innovation after graduation. “SIUE business graduates are aggressive—yet professional—job seekers. They come to us prepared and polished.”

5. Executive-in-Residence When Paulo Gonzalez, senior business major and member of the SIUE tennis team, heard that the next School of Business Executive-in-Residence was Dion Joannou, BS ’89, successful entrepreneur from Miami, he looked forward to meeting a “superstar” in the business world. “Mr. Joannou helped me better understand the difference between college and the real world. A former SIUE tennis player, he put it to me in terms that we both understand well—sports. Without proper and focused practice, an athlete cannot expect great results in competition,” Gonzalez said. “The same idea applies to college and my career. A successful business career starts by taking advantage of all the resources inside and outside the classroom that are available at SIUE.”

6. Cox Scholars Recipients of the Homer L. and Helen L. Cox Scholarship receive financial assistance, and opportunities to enhance their academic and creative potential. Students provided residents of Our Lady of the Snows Retirement Community in Belleville, Ill., with a brief presentation on computer basics including general computer functions and how to use Google and email. “Organizing service projects has been especially rewarding,” said Jeffry Harrison, senior business major and Cox Scholar. “I enjoy working with residents at Our Lady of the Snows and believe that being computer literate is important at any age.”

7. Study Abroad The School of Business offers a variety of travel learning experiences for students, including semester study abroad programs at partner institutions in England, France, Germany, Hungary, and Shanghai; 1-2 week travel study in Brazil, China, Germany and Hong Kong; and summer travel study in Angers and Paris, France, Budapest and Shanghai. Having the opportunity to live and study in another culture brings the concept of working in a global economy to a very personal level. MBA student Lindsey Conner attended the summer program in Angers. “Visiting the different branches of government really helped reinforce what we learned in the classroom about the European Union,” Conner said. “The program increased my global awareness and clearly demonstrated the impact global economies have on each other.”
Two new one-credit courses—one to prepare students to be successful in the School of Business, one to help students be successful in their transition to the world of work. Support for these courses will allow us to engage students more deeply in “real-world” learning activities.

Help us define excellence in the School of Business.
At home and around the world, SIUE School of Business alumni are making an impact as top executives, managers and entrepreneurs in a variety of corporations and industries. Students at SIUE’s School of Business are able to connect with an extensive network and join more than 22,520 alumni worldwide who call the School of Business their alma mater. This map is a small sample that highlights some of the prominent roles of our alumni around the globe.
Imagine this: A workplace where all of the employees are completely satisfied with their jobs. Sound impossible? Dr. Jo Ellen Moore, professor of computer management and information systems (CMIS), does not think so. She is working to develop a better understanding of today’s major issues in project management and human resources. In collaboration with her colleagues in the School of Business CMIS department, Moore is studying the impact of emerging business trends, including workplace dissatisfaction.

Moore’s industry experience, PMP® credential and studies in human behavior inform the work that she does both in the classroom and in the field as a researcher.

PMO-Lite

Moore is collaborating with Dr. Clay Williams, assistant professor of CMIS, and Dr. Mary Sumner, professor of CMIS and associate dean of the School of Business, to study the role of informal controls in the use of project management offices (PMOs). There is a trend in project management called a “PMO-Lite” structure that is becoming increasingly popular among companies that are trying to survive and thrive in today’s marketplace. These PMO-Lite structures decrease management-defined formal controls with the goal of reducing overhead costs.

According to Moore, this trend is disconcerting to many experts in the field. “Some feel that formal controls are in place for a reason,” she said. “Management research tells us that informal controls (best practices that are agreed upon by the workers themselves, rather than being dictated by management) are vital when formal controls are reduced, so our study is focusing on informal controls in PMO-Lite environments.”

Exit Voice Loyalty

In collaboration with fellow CMIS department faculty member Associate Professor Susan Yager, Moore is also studying workplace behavior through a theoretical lens of exit-voice-loyalty based on the work of economist Albert O. Hirschman.

“We are examining the behavior of dissatisfied information technology employees at a large corporation,” Moore said. “Our methodology includes field research consisting of participant observation and surveys.”

Research projects like this influence the project management courses Moore teaches at both the undergraduate and graduate levels.

“The research I do in the field comes through in the practices that I encourage—it influences the way I guide and advise my students in the classroom, particularly on aspects of project management,” Moore said. “Being immersed in research keeps me current on knowledge and evidence that I can pass on to the students.”

In the information systems research community, Moore serves on the editorial board of MIS Quarterly Executive. She is also senior editor at The DATABASE for Advances in Information Systems.
To many SIUE alumni, the university is more than just their alma mater — it is part of the bedrock upon which their personal and professional success has been built. Steve McCann (BS ’79) is proud of the foundation SIUE and the School of Business provided him, and that’s why he chooses to share his success.

McCann retired in 2008 from Longs Drugs where he served as executive vice president, CFO and treasurer and oversaw the merger between the company and CVS Caremark. He currently sits on the board of directors for two companies. He chooses to give to the University because he believes in contributing to those things in life that have made us who we are.

“The education and experience I received at SIUE put me on a good path and allowed me to compete in the business world,” said Steve. “I believe when you meet success, you should share that.”

McCann has certainly lived up to his beliefs. He recently made a major contribution to the Cougar Business Resource Center, a new wing recently opened in Founders Hall that will provide students with technology and space for effective teamwork, and other professional and educational endeavors.

He feels that this resource center is an invaluable addition to the School of Business. “I remember having group project meetings in hallways and stairwells years ago. The educational experience will be greatly enhanced by resources like this.”

The Cougar Business Resource Center is just part of the School’s vision for the future. “It’s clear that Dean Gary Giamartino, and the School of Business faculty and staff are making huge strides,” McCann said. “The School is growing and expanding in positive ways, and earning national recognition.”

The School’s growth and development were major motivating factors in McCann’s choice to give to SIUE.

“I feel that the faculty and staff have created an environment where students are given the confidence and opportunities they need to succeed,” he said. “For me, it’s worth the investment.”

“Anyone can rise to the top. You are only limited by your imagination and how hard you work.”

Cougar Business Resource Center
A professional skills resource center will enhance the School’s rich learning environment by providing the technologies and resources students need to foster teamwork, and demonstrate and assess their communication skills.

Help us define excellence in the School of Business

Defining Excellence
THE CAMPAIGN FOR SIUE
siue.edu/definingexcellence
Selected Faculty Scholarly Activities

**Book Chapters**


**Peer Reviewed Journal Articles**


**Scholarly Presentations**


School of Business Advisory Boards

The School of Business works closely with the business community in order to provide the very best business expertise to develop programs that provide a foundation for students to become leaders in their chosen careers. The commitment of these advisory board members to lend their expertise and to serve the School of Business as ambassadors in the business community is gratefully recognized and appreciated.

Fiscal Year 2010-2011

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“SIUE is achieving national recognition by doing the right things and doing them well.”
—Vaughn Vandegrift, Ph.D.
SIUE Chancellor

For the sixth consecutive year, the SIUE School of Business is named an outstanding business school by The Princeton Review. The publication’s The Best 294 Business Schools: 2012 Edition recommends the School as one of the best institutions in the U.S. to attend to earn an MBA.

For the third consecutive year, SIUE is cited by its peers and reported in U.S. News & World Report Best Colleges of 2012 as an “up-and-coming school.” SIUE is listed as one of seven Midwestern regional universities—one of only three public institutions—for recently making “innovative changes in the areas of academics, faculty, student life, campus life and facilities.”

The SIUE School of Business is among an elite 10 percent of business schools worldwide that have earned the prestigious seal of approval from the Association to Advance Collegiate Schools of Business (AACSB) International. The School’s accounting program is accredited through AACSB International. Less than 30 percent of AACSB accredited business schools also hold the accounting accreditation.

For the second consecutive year, Washington Monthly, a national magazine, ranks SIUE among the Top 50 master’s granting colleges and universities in the nation; SIUE is 13th among public institutions on that list. Ratings are based on institutions’ commitment to the public good in three broad categories: Social Mobility, Research and Service.