Our Mission
The SIUE School of Business will be an internationally recognized premier business school that develops highly skilled and innovative professionals who, through achieving their full potential, enhance businesses, organizations, and communities.

2 Undergraduate Programs
- BS Accountancy
- BS Business Administration

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

Signature Courses
- Business Transitions I: Planning for Success
- Business Transitions II: Commitment Beyond College

Faculty
- 52 Full-Time
- 13 Part-Time

Our Mission
The SIUE School of Business engages in high-quality learning experiences, research, and service to develop current and future business professionals, scholars, and leaders.

We Are Committed To
• Provide a leading-edge environment for educating undergraduate, graduate, and continuing education students that fosters creativity, critical thinking, ethical behavior, and an appreciation of globalization and diversity.
• Develop and sustain partnerships with businesses, SIUE departments, and the regional community that lead to professional opportunities for students, alumni, faculty, and regional constituents.
• Offer programs responsive to the needs of our key stakeholders.
• Foster a vibrant regional economy through the exchange of ideas and knowledge.
• Maintain a highly competent administrative and support staff.
• Develop and retain a high-quality faculty whose members strive for excellence, are current in their fields, and make scholarly contributions through discipline-based, applied, and pedagogical research.
• These efforts add value: for students, by facilitating and enhancing their career prospects; for organizations, by developing business professionals who meet their needs; for their career prospects; for organizations, by developing business professionals who meet their needs and stimulate innovation; for organizations, by developing business professionals who meet their needs.

International Recognition
Top 5%
Only 5% of business schools worldwide are accredited by the Association to Advance Collegiate Schools of Business (AACSB) International. Even fewer have earned dual AACSB accreditation in business and accounting, placing the SIUE School of Business among the elite 2% of business schools around the world to have earned this dual distinction.

SIUE is among an elite few: More than 2% of business schools worldwide are AACSB-accredited in both business and accounting.

Business Analytics Specialization
offered in all graduate programs

Project Management Specialization
offered in the MBA and MS CMIS programs

About the SIUE School of Business

From the Dean
Welcome to the fall 2018 edition of SIUE Business. In each issue we aim to inform you, our stakeholders, of highlights from the past academic year. This edition emphasizes some changes to our curriculum, particularly ones that respond to two burgeoning trends in the business world—data analytics and cybersecurity.

Part of our School’s mission statement reads, “… These efforts add value: for students, by facilitating and enhancing their career prospects; for organizations, by developing business professionals who meet their needs…” The need for business graduates to be adept at organizing and analyzing quantitative information is growing rapidly. Our accrediting body, AACSB, now requires analytics to be an integral part of the accounting curriculum. We have had a specialization in business analytics available in all of our graduate programs for several years; we are committed to expanding that commitment to our undergraduate programs, as well. Similarly, we have all read about, and probably been affected by, identity theft, hacking and other types of cybercrime. SIUE wants to play a role in developing the next generation of cybersecurity experts, which helps to meet the elements of our mission cited above.

At the same time, we recognize that certain business skills are timeless. The need for business graduates to be persuasive communicators is just as important today as always. Similarly, the value of networking has never been higher. We help address these skills through our courses, but we also recognize that the value of practicing these skills in the workplace cannot be overstated. The School has upped its commitment to helping our students get internships and other practical work experience while they are still in college by hiring the first internship coordinator based in the School of Business. We expect that this will lead to a greater percentage of our graduates gaining internship experiences which will make them even more competitive in the job market upon graduation.

Our faculty and staff are hard at work preparing for the launch of an accelerated online MBA program in January 2019. We have historically recognized the need to deliver quality business education to time-crunched working professionals, and in many ways, this is simply an extension of that long-standing commitment. Look for more information about this exciting new initiative in the next issue of SIUE Business.

Finally, we continue to be grateful for the support of our generous alumni and corporate partners. This year, the School awarded over $200,000 in business-specific scholarships, which is an all-time record. Similarly, we appreciate those of you who donated funds to help support various faculty development activities that help to keep our faculty at the cutting-edge in terms of their teaching skills and research activities. That includes a generous donation by alumnus Larry Heitz, a member of the School’s Alumni Hall of Fame, to establish an annual award to recognize excellence in faculty scholarship. Support from the stakeholders and friends of the School of Business is critical to our ability to attract and retain excellent business faculty and to add value to our students’ lives.

I hope you enjoy reading this edition of SIUE Business!

Tim Schoenecker, PhD
Dean
School of Business Responds to Changing Job Market Demands by Restructuring Degree Programs

Specializations Allow for Wider Choice of Electives

The transformative force of new technologies, such as artificial intelligence (AI) and blockchain, will bring dramatic changes to the job market over the next decade. As many as 65 percent of elementary-aged children will work in jobs that don’t exist yet, according to World Economic Forum data.

Higher education institutions across the globe face the challenge of not only arming students with the skills they need to earn jobs after graduation, but for the uncertainty of a rapidly changing, more agile workforce. Business schools across the country are updating their curricula to stay relevant and competitive, and SIUE’s School of Business is no exception.

The School streamlined two of the four existing undergraduate degree programs into specializations in the BS in business administration (BSBA) degree program. The computer information systems (CIS), economics and finance specializations are enhanced with additional elective courses, allowing students to dedicate more hours to specific areas of interest. The BS in accounting remains the second undergraduate program in the School.

“Students now have more room to explore the different dimensions within their specialty fields to prepare for a demanding job market,” said Janice Joplin, PhD, associate dean. “The specialization structure gives our faculty greater flexibility to adjust courses to reflect current workforce needs.”

For example, a student previously pursuing a BS in economics and finance had to take five economic classes and five finance classes; under the new curriculum, that student would have a specialization in either economics or finance and could take up to nine courses in either of those fields.

A finance specialization can now take two different directions—the traditional financial analysis path or the practice-oriented route, which is geared more toward the advisory side of the finance industry. Since spring 2017, finance electives have expanded to include two real estate courses and a preparation course for the Series 7 exam. Also known as the General Securities Representative Exam, the Series 7 exam is offered in coordination with TD Ameritrade. Economics electives are also expanding to include labor economics, money and banking, and SAS base programming (a popular data analytics platform).

“The curriculum changes help align our programs more tightly around students’ different career paths,” said Shrikant Jategaonkar, PhD, associate professor of finance, who is on the School of Business curriculum committee.

Recent changes to the CIS curriculum include the addition of two information security courses and a mobile app development course. The curriculum has also been updated to include Microsoft C#, a popular programming code. Students specializing in CIS may also focus in software development, systems analysis and/or infrastructure.

“Our goal is to offer students timely and practical coursework that will be directly relevant to their jobs,” said Clay Williams, PhD, associate professor of CMIS and School of Business curriculum committee member.

Innovation

Support Our Students as They Transition from University to the Workplace

An investment in the SIUE School of Business allows us to continue providing our students a high-quality academic experience with top-notch faculty and an innovative curriculum.

The Business Transitions Courses are a leading-edge curricular experience with top-notch faculty and an innovative curriculum. The School continues providing our students a high-quality academic experience with top-notch faculty and an innovative curriculum.

Help us shape tomorrow’s business leaders by supporting the SIUE School of Business.

Contact Sara Colvin, Director of Development, at 618-650-2317 or scolvin@siue.edu, or visit siue.edu/business/highimpact

Innovation

School of Business Addresses Soaring Demand for Data Jobs

Infusing Data Skills into the Curriculum

Organizations are generating data at a faster pace and greater volume than ever before. Leaders have a wealth of information at their disposal to make smarter decisions, but an MIT Technology Review survey found that 78 percent of leaders face challenges in digesting, analyzing and interpreting large volumes of data. Data-related skills are in high demand, occupying three of the top 10 spots on LinkedIn’s 2017 U.S. Emerging Jobs Report.

The School of Business is helping students prepare for new opportunities by integrating analytics into undergraduate-level courses, offering a graduate-level business analytics specialization and investing in popular data analytics tools, including SAP and ACL Analytics.

“We want students to hit the ground running when they graduate, so we try to mimic real data interpretation scenarios in class whenever possible. Some companies will even let working students use their data for classroom assignments, and implement some of the recommendations afterward,” said Joe Vithayathil, PhD, assistant professor of computer management and information systems (CMIS).

Vithayathil, like many of SIUE’s School of Business faculty members, brings insights harvested from his industry experience to the classroom. He spent more than two decades in the technology industry, working across the globe, including Silicon Valley, and helped start up several companies.

The move to become more data-centric isn’t exclusive to CMIS; changes are happening across all departments. Data analysis has been incorporated into accounting classes over the past five years, in part to meet and surpass the new standards related to data analytics. For example, Accounting 315 exposes students to the entire data analytics cycle, from data creation to mining to reporting, and allows experimentation with tools such as QuickBooks, Microsoft Access and Tableau, a data visualization software. The use of these tools is reinforced in subsequent accounting courses.

“Our priority is for students to not only understand the data analytics cycle, but more importantly, to understand the business value of data and how to derive meaningful insights from it,” said Jamie Hoelscher, PhD, assistant professor of accounting who teaches Accounting 315 (pictured here, left). “It will be a fundamental skill that students will need for new jobs that emerge over the next decade.”

Since few educational resources exist in this rapidly developing field, Hoelscher is creating her own materials to bring analytics to life. She collaborated with one of her former graduate students, Amanda Mortimer, BS accountancy ’16, MS accountancy ’17, to develop a case study that asks students to perform data mining exercises, evaluate business impact and apply it to future decision-making. Hoelscher presented the case study at the 2017 American Accounting Association Teaching, Learning and Curriculum Midyear Colloquium, and it is now being adopted into other university curricula and has been accepted for publication in the Journal of Accounting Education.

“I was eager to help Dr. Hoelscher make data analytics and visualization more tangible for students. At the same time, the experience gave me a head start in my own career,” said Mortimer, who is a tax associate at PwC (pictured here, right).

If your organization is looking for interns or entry-level employees with strong data skills, please reach out to Amanda Russell, Internship Coordinator, at 618-650-3841 or ambarto@siue.edu.
Alumna Becomes Director at World’s Biggest Retailer
Less than a Decade After Graduating
What’s Her Secret?

Betsy Collins, BS ’07, always works hard and aims high. Now, at age 34, she’s sitting inside Walmart, the world’s largest retailer and Fortune 1 company, as the director of communications and strategy for merchandising services. She leads a team that is responsible for all communication with the merchants who source every product found in Walmart’s U.S. stores.

What is Betsy’s advice for advancing to such a coveted position so quickly?
“Hustle, differentiate yourself and network like it’s your job,” Collins advised School of Business students who attended the Power Breakfast session she spoke at on March 27, 2018. She is the first alumna to speak at the Power Breakfast who attended one as a student.

Collins’ determination and winning attitude sets her apart. As an SIUE student, she ran on the track and cross-country teams, served two years on the student senate and worked part-time as she earned her bachelor’s in business administration. During her senior year, Collins lined up a job before she graduated, eager to make her mark in the male-dominated logistics industry at St. Louis-based Unyson Logistics.

“I headed into graduation feeling confident that I had things figured out,” Collins said. “But I credit Nobby Emmanuel, the former vice chancellor for student affairs who was one of my mentors, with pushing me to think bigger about my career goals. I remember declaring that I wanted to end up being a vice president at a Fortune 500 company. Now, I’m two steps away from that goal this early in my career.”

Collins wasted no time moving up the ranks at Walmart. A little over a year into her role as a senior manager of government relations and external affairs, Collins’ experiences molded her perfectly for the job at Walmart, but it may never have happened if it hadn’t been for her LinkedIn profile that caught the eyes of a Walmart recruiter.

“What was the turning point or the moment you knew you were on the right track?” students asked as they prepared to apply for jobs after graduation. Collins advised students attending the breakfast session. “If you’re hesitant, find a mentor who can be your sounding board and advisor on how to navigate new situations.”

Collins has stepped into a larger role within Walmart, leading the communications team that supports Walmart’s global merchandising division, as the organization continues to innovate and offer customers a variety of merchandise.

“Even if you’re not actively looking for a new job, it’s a wise investment to spend time online cultivating your network and establishing a clear personal brand.”

—Betsy Hall Collins, BS ’07
Director of Communications and Strategy for Merchandising Services, Walmart

How to Improve Your Visibility on LinkedIn

• Make it human: add a photo; use first person to talk about yourself
• Develop a succinct summary that pops; it’s the first thing people read
• Customize your headline: say what you do, not your job title
• Seek out recommendations and skill endorsements (the best way to get is to give)
• Complete as much of your profile as possible
• Regularly share status updates related to your field(s) of interest
• Turn on the “let recruiters know you’re open” option (under Career Interests)
How did you get connected to Aegis Strategies?

Powers: I had the good fortune of striking up a relationship with Jason Carter, who founded Aegis Strategies, when I was working for my former employer. I was leading the proposal development process for a federal contract opportunity that involved several business partners, including Aegis. Jason caught my attention by volunteering to take on a big chunk of the proposal even though he would only get a small piece of the business. We didn't win the contract, but it showed me what kind of business professional he was.

I continued talking to Jason afterward. His attitude about business and his work philosophy resonated with me. He was a local guy with a local company, eager to re-invest in the St. Louis region. When I started searching for a new job, Jason was the first person I went to for advice, and he made sure I didn't knock on any other doors.

What have been some of your proudest achievements while at Aegis Strategies?

Powers: Assembling a great team of people who could help us grow rapidly was an enormous undertaking. There were 10 employees when I started, and I helped recruit and hire more than 50 people in a two-year period. I'm pleased with the great talent we've found and jobs we've brought to the region, but I'm equally excited about the type of environment the partners have created. Being named by the St. Louis Post-Dispatch one of the Best Places to Work in St. Louis in 2017 and 2018 is a great honor. We were also recognized by the Post-Dispatch as the Best Company for Employee Communication in 2018.

Aegis is also very involved in the economic development of the St. Louis region. We have taken part in several projects, including the development of the St. Louis Regional Freightway District and Midwest Cyber Center (MC2). Both of these organizations are paving the way in economic and workforce development.

Tell me more about your involvement in changing the cybersecurity landscape in the St. Louis region.

Powers: In 2015, the St. Louis Regional Chamber of Commerce approached Aegis to do a research project, which resulted in the founding of the MC2, a nonprofit organization focused on developing and strengthening the St. Louis region's cybersecurity. Aegis Strategies was one of its founding sponsors, and I've been involved in its development over the past three years.

Working with Tony Bryan, the executive director of MC2, the Aegis leadership team has invested a significant amount of time and resources in getting MC2 off the ground. I was fortunate enough to have some down time in late 2016 and worked with our amazing Aegis engineers to build the region's first publicly accessible "live fire" cyber range, coined the Cyber Technology and Research Lab (CTRL), which we provide to MC2 free of charge. The CTRL is a space for cybersecurity education and research that MC2 offers its members (membership is free to individuals in the St. Louis region). The range allows users to unleash viruses and malware in a virtual environment and observe their behavior as they take down systems (without inflicting any real damage). Users can also create environments, learn how networking and other technologies work, and partake in Capture the Flag exercises. It's a wonderful, free resource for learning the fundamentals of cybersecurity.

Hands-on training, like that provided at the CTRL, is a critical component of building a strong workforce in the St. Louis region that can successfully combat increasingly sophisticated cyber threats.

How have you seen cybersecurity evolve?

Powers: As a former software developer and database architect, cybersecurity has always been part of the job. I never wanted to leave my customers open to vulnerabilities. Over the past five years, cyber threats have set off alarms across all industries and there is much greater awareness about where exposures lie. Cybersecurity isn't strictly an IT responsibility anymore; it affects all employees. More businesses are investing in workforce training around using good cyber hygiene and understanding the risks associated with email, cellular and Wi-Fi access.

I've also seen businesses take a greater interest in employing hybrid cybersecurity engineers to help safeguard their systems. These individuals are trained in hardware, network, server and software technologies, giving them an inclusive view across a company's technology infrastructure. This cross-training movement is evolving from a need to combat future cybersecurity threats.

What are some of the major influences behind your success?

Powers: My parents instilled a strong work ethic in me from a young age, and I've always been an eager learner. SIUE's School of Business provided a great foundation for my career, giving me the confidence to go head-to-head with graduates from other prestigious universities.

The armed forces have also been a big influence on my career. My father, grandfather and uncles served in the military, so I've long held an appreciation for their sacrifices. While I never had a chance to directly serve, I've spent the past eight years working with nearly every branch of the service, even supporting mission operations overseas. It has been a truly rewarding experience.

For more details about Aegis Strategies and the Midwest Cyber Center, visit aegis-strategies.com and midwestcybercenter.org.
Turning data generated through new digital technologies into a competitive advantage requires a versatile skillset. School of Business alumni are on the front lines of helping major organizations harness the potential of big data.

Aaron Braundmeier, BS computer management and information systems ’13, was recently promoted from senior engineer on the big data engineering team to software engineering manager at Mastercard in St. Louis. While on the big data team, he worked with application and development teams to design and implement big data solutions for the organization’s various product and functional teams, leading to improvements in areas such as customer loyalty programs and fraud models.

Braundmeier has been a part of several groundbreaking projects at Mastercard. One project that received national attention was building a new online enterprise data hub for Mastercard, which enables the organization to make smarter and faster decisions with big data. The big data infrastructure behind it was the first one designed to meet strict security standards set by the payment card industry. Now, it is being adopted as the industry standard.

He also developed and patented an idea on behalf of Mastercard that uses artificial intelligence (AI) to predict server failures. It will be one of the first projects focused on using AI in an operational capacity to be executed by a newly formed team within Mastercard.

Braundmeier got hooked on the idea of a career in big data during his senior year in the School of Business. He worked with a team to solve a company’s data-management problem in one of his classes. The solution involved using Hadoop, a popular open source software used to create the infrastructure for processing big data. The project planted the seed for his future career direction.

Eager to get his foot in the door at a large data-oriented organization, he joined Mastercard shortly after graduation. It has been a quick five-year ascent for Braundmeier, which is a testament to both his technical skills and business acumen. “My technical skills stood out when I was searching for a job because I had the opportunity to use Hadoop technology while at SIUE. But I have a much bigger appreciation now for the impact and future potential of your efforts, you won’t get anywhere.”

A new $35,000 endowed scholarship will support students studying management information systems or computer science at SIUE.

“The endowed scholarship is an acknowledgement of SIUE’s outstanding academic programs and graduates, which have been critical to developing a strong IT workforce in the region.”

—Mary Sumner, EdD

Emerita Professor Mary Sumner Played Instrumental Role

“SIM St. Louis supports a variety of IT workforce development initiatives and student scholarships,” said Mary Sumner, EdD, academic lead for SIM St. Louis. “The endowed scholarship is an acknowledgement of SIUE’s outstanding academic programs and graduates, which have been critical to developing a strong IT workforce in the region.”

SIM is a professional organization comprised of more than 5,000 information technology (IT) leaders representing 40 chapters across the nation. Sumner, an emerita professor of computer management and information systems who taught in the SIUE School of Business for 32 years, was an influential force behind the scholarship. As academic lead for SIM St. Louis for the past eight years, she helps the organization fuse the academic world and the “real world” of IT through various partnerships, projects and scholarships.

“A new $35,000 endowed scholarship will support students studying management information systems or computer science at SIUE. The organization has sponsored numerous SIUE students over the years, enabling their participation in the annual Gateway to Innovation conference. Faculty members also regularly attend SIM St. Louis workshops and conferences,” Sumner said (pictured here, second from right).

The Gateway to Innovation Scholarship will be awarded annually in the fall to a full-time undergraduate junior- or senior-year student majoring in a computer-related field. Recipients will also receive a complimentary annual membership to SIM St. Louis.
The future is bright for cybersecurity professionals. As the severity and complexity of cyber risks escalate, organizations are desperate to fill cybersecurity positions, but their options are limited because supply can’t keep up with demand. The School of Business is answering the industry’s call by dedicating more resources to cybersecurity and adding cyber-focused courses. For years, information security has been sprinkled into a variety of computer management and information systems (CMIS) classes required by all business majors. CMIS instructor James Mussulman has taught an introductory class on the technical and administrative aspects of information security and assurance for roughly a decade. Now, Tim Jacks, PhD, associate professor of computer science, is working to take the curriculum to the next level.

“The industry desperately needs more people who understand business dynamics in addition to having solid technical skills. One of the distinguishing features of the CMIS department is that graduates walk out of here with both. We are developing a variety of cyber-specific courses that will help us better respond to evolving workforce needs,” Jacks said.

New cybersecurity programming will include a wide range of electives, including certified ethical hacking, security and analytics, and cybercrime, the latter of which will be offered in conjunction with the Department of Criminal Justice Studies. Students will gain hands-on experience with popular technologies, such as the programming language Python. They will also be able to complete independent study work toward a Certified Information Systems Security Professional (CISSP) designation, which is a growing demand. One of the latest courses to roll out is an information technology (IT) audit and control course, which covers IT security audits, policies and governance, along with Sarbanes-Oxley Act compliance.

“These developments are the result of a highly collaborative effort among the entire CMIS faculty. Our department chair Anne Powell, the School of Business Dean’s Office and Chancellor Pembroke have all been instrumental in moving this process forward,” Jacks said. “Everyone sees the value these upcoming curriculum changes will offer to both our students and the industry at large.”

CMIS undergraduate students are already standouts in the job market. In late 2017, Jacks took a group of students to an Institute of Internal Auditors conference in St. Louis. When the keynote speaker asked for an explanation of the difference between two software development methodologies, two of Jacks’ students walked up to the microphone to deliver the explanation.

“When two undergraduate students impress a room full of internal auditors, you know you’re doing something right,” Jacks said.

Cybersecurity is one of the fastest growing industries today, with global spending projected to exceed $1 trillion over the next five years, according to Cybersecurity Ventures. St. Louis is rapidly expanding its ecosystem to support cybersecurity industry growth, and the School of Business is part of the region’s latest move—the Gateway Higher Education Cybersecurity Consortium (GHECC). GHECC made its public debut in May 2018 at the Midwest Association for Information Systems conference.

It brings together representatives from the region’s top universities and the Cortex Innovation District to collaborate, share knowledge, address industry needs and support economic development. Its vision is to make the St. Louis region a national leader in cybersecurity education and research.

“The academic/industry partnership is a crucial missing link in the St. Louis region’s cybersecurity growth story,” said Tim Jacks, PhD, associate professor of computer management and information systems (CMIS) and SIUE’s representative for GHECC. “Cybersecurity programs at each university are making a strong impact on the workforce, but our influence will be far greater if we can work collaboratively to tackle industry challenges and develop future talent.

In Missouri and Illinois alone, there are more than 16,000 unfilled cybersecurity jobs. Close to a million jobs are projected in the United States over the next five years, according to Cybersecurity Ventures. St. Louis is rapidly expanding its ecosystem to support cybersecurity industry growth, and the School of Business is part of the region’s latest move—the Gateway Higher Education Cybersecurity Consortium (GHECC). GHECC is one of the latest courses to roll out is an information technology (IT) audit and control course, which covers IT security audits, policies and governance, along with Sarbanes-Oxley Act compliance.

“The academic/industry partnership is a crucial missing link in the St. Louis region’s cybersecurity growth story.”

—Tim Jacks, PhD
Associate Professor, CMIS
Executive Education Expands with New Leadership Certificate Course

A growing number of organizations across the St. Louis region are calling on the School of Business for skills development training for their employees. Over the past two years, the School has trained more than 600 people through customized executive education courses, covering a range of topics from cloud computing to negotiation skills to project management fundamentals. The newest option is a multi-day, customizable leadership certification boot camp that can benefit organizations of any industry or size.

"Internal resources for helping employees develop the leadership skills needed to advance within their organizations are often limited," said Kristine Jarden, director of executive education. "Our programs provide a neutral tone and broad perspective, giving participants a more academic environment in which to learn. Employers recognize our programs yield multiple benefits, both in terms of professional development for employees and the organizational impact."

The United States Transportation Command (USTRANSCOM) at Scott Air Force Base in Illinois was one of the first organizations to work with Jarden to design a week-long leadership program, which has become an annual event. Jarden collaborates with USTRANSCOM leaders to identify topics that would best resonate with its 25 participants.

"The senior enlisted men and women who come to USTRANSCOM headquarters face high performance pressures. The topics that SIUE teams up in the program greatly benefit their professional interactions with other highly educated and experienced individuals on base," said Matthew Caruso, Chief Master Sergeant, U.S. Air Force, and USTRANSCOM Command Senior Enlisted Leader.

The program touches on 10 leadership issues, including delegation, communication, conflict management, self-development and team building. Each session is led by an SIUE faculty member. SIUE also runs one-day, on-base workshops for USTRANSCOM on various topics throughout the year.

“Our Training and Development Team continually seeks out opportunities to improve the effectiveness and professionalism of our workforce,” said David A. Breeden, USTRANSCOM, Chief, Training & Development Branch. “One of the ways we do this is by collaborating with many local training providers, professional organizations and education institutions. We value our partnership with SIUE; leadership development is key to USTRANSCOM maintaining an agile, diverse and innovative workforce.”

Customized executive education programs can be held on SIUE’s campus or brought directly to an organization. Sessions can accommodate different size groups and last anywhere from two hours to a full-day or multiple days.

Custom Training Opportunities

Sampling of courses

• Leadership training boot camp: customizable, 3-5 days
• Project management: including PMP prep course, AGILE boot camp
• Technical skills: including MS Excel, business writing, risk management, cybersecurity
• Soft skills: including negotiation, emotional intelligence, communication, difficult conversations, managing virtual teams, team building

School of Business Launches First International Partnership in Asia

Signs Agreement with Osaka University of Commerce

Students will soon be able to get up close and personal with the Japanese business concept of kaizen—the pursuit of continuous improvement. Osaka University of Commerce in Japan recently became the newest international partner for the School of Business. The university is nestled inside Japan’s third largest metropolitan area.

“Adding an international exchange partnership in Asia is a tremendous win,” said Joplin, PhD, associate dean, who leads the development of international study programs in the School of Business. “Our students have been studying Japanese business processes for at least 25 years, but we wanted to give students a deeper understanding of what that feels like. We’re eager for students to immerse themselves in the culture and gain more exposure to the business world in Asia.”

Joplin led the negotiation process with Osaka University of Commerce and was pleased to find its school administrators are excited about the possibilities. “The Japanese have traditionally had a more inward-oriented focus, steering away from studying abroad. That mentality has shifted in recent years,” Joplin said.

Japan’s Ministry of Foreign Affairs has ambitious plans to change the inward mentality of younger students. By 2020, it plans to double the number of Japanese students studying abroad to 120,000 and accept 300,000 international students to its schools.

Joplin expects the first students from Osaka University of Commerce to study at SIUE in the fall of 2019; the School of Business will likely send its first students there in 2020 on a faculty-led travel study course.

"Osaka University’s representatives were very impressed with our program and believe it will give their students an excellent advantage,” Joplin added. “We are confident this will be a strong resume-builder for our students, as well. More companies are seeking out students with international experience, and Asia presents a unique opportunity.”

For a complete list of custom executive education programs, and additional details about courses, please contact Kristine Jarden, Director of Executive Education, at kjarden@siue.edu, 618-650-2668 or visit siue.edu/business/executive-education/custom-training.
One Professor’s Mission: Drawing Students to the “Dark” Side of Accounting

Interests in Tax Specialization and Tax Courses Grows

U.S. tax law got its biggest shake-up in decades with the introduction of the Tax Cuts and Jobs Act (TCJA) in late 2017. While its vast implications are still rippling through businesses, it quickly spiked the demand for tax professionals. Student interest in tax courses is steadily increasing as well, following improvements to the MS in accountancy tax specialization and undergraduate-level tax courses.

Much of the credit for reviving the program goes to Andrew Gross, PhD, associate professor of accounting. He came to SIUE five years ago after earning his PhD, and spending more than a decade working in the tax field for companies including PwC and Purina Mills. He is instrumental in rolling out new tax courses and topics, and engaging students in more practical work, such as completing various types of tax returns, discussing tax strategies and examining the implications of tax laws.

“Most undergraduate students are intimidated by tax, so I try to bring it to life and help them understand the creative side of tax planning and strategy,” Gross said. “I always win a few over to the ‘dark’ side each year.”

One of the newest classes introduced by Gross is an advanced individual taxation course, which focuses on high-net-worth topics such as estate tax, executive compensation and stock options. The course is available to both undergraduate and graduate students. Gross often starts the course having students plot out what he should do with a winning lottery ticket.

“If your organization is seeking entry-level employees or interns with strong tax accounting skills, please reach out to Amanda Russell, Internship Coordinator, at 618-650-3841 or ambarto@siue.edu.

“Many of my students end up inside a CPA firm, where they are advising CEOs, business owners and other high-earning executives. I want to ensure they’re familiar with the topics that are likely to arise,” Gross said.

He is constantly integrating new issues into class. “Tax reform made things especially challenging this year—many students are on the job or in internships, so we discussed both current tax treatments and anticipated changes,” Gross said.

Gross adjusts courses annually based on feedback from students, alumni, School of Business Accounting Advisory Board members and his own research, to ensure students are well-prepared to meet the latest job market demands.

One of his latest research papers was published in the Spring 2017 issue of the Journal of the American Taxation Association. The paper analyzed how companies report on tax interest and penalty expenses under Financial Standards Accounting Board Interpretation No. 48 (FIN 48), an area where companies have room for discretion. The paper helped shape discussions with graduate students in his corporate tax class about the motivations behind company decisions on tax reporting in areas such as CEO compensation.

His teaching approach seems to be generating success. “Our graduate students are leaving with strong job prospects; it’s not unusual for them to have multiple job offers,” Gross said.

Engagement

Students Offered Internships at Prestigious Organizations in St. Louis Region

Experiences Set the Stage for Future Success

“I feel lucky that I managed to catch the Cardinals’ attention,” Vogel said. The fact that he had an eight-month internship with Edward Jones under his belt certainly helped him stand out. Edward Jones gave Vogel an opportunity to shadow an advisor in one of the branch offices and execute a variety of projects.

“All of my experiences built on one another. My internships helped me learn invaluable skills that I’m sure helped me get the job I have today,” said Vogel, who is now an intermediate accountant at 1st MidAmerica Credit Union.

“When it was time to apply for my first internship, I felt more confident and had a better understanding of the opportunities out there.”

Madelyn Diden, BS Business Administration ’18, had internships on her mind as early as her freshman year. She attended SIUE career fairs to check out the type of companies that were recruiting students.

“I gained a wealth of knowledge by simply attending and networking at career fairs early on. When it was time to apply for my first internship, I felt more confident and had a better understanding of the opportunities out there,” Diden said.

It was at a career fair her junior year that Diden discovered Centene Corporation. She secured a full-time internship with the organization the following summer, which led to a part-time internship during her senior year. Diden had the opportunity to put the skills she learned in her marketing and management classes into practice. A highlight was designing a website where IT employees could recognize their peers’ achievements.

“Centene listened to where my interests lie and let me run with it,” Diden said. She returned to the School of Business this fall to pursue a master of marketing research degree.

If your organization would like to recruit students for an internship program, please connect with Amanda Russell, Internship Coordinator, at 618-650-3841 or ambarto@siue.edu.
The School of Business visits several areas of the country each year to meet and get to know our alumni. We recently spent time in Washington, D.C., Chicago and Phoenix. Early 2019 will take us to Clearwater, Fla., Houston and Dallas.

We have so many great alumni who are doing amazing work and achieving success across the country. We hope to connect with you the next time we’re in your area!

siue.edu/business/alumni