School of Business Facts

- AACSB International accredited in Business since 1975 and in Accounting since 1987
- 20,271 School of Business graduates from 1958 - 2007
- 16 active student organizations, including three national honor societies
- International program supports students studying at the School from institutions in France, Germany, the Netherlands, Mexico and the United Kingdom; and SIUE students studying in Costa Rica, France, Germany, Hungary, the Netherlands, Mexico and the United Kingdom
- 316 employers recruited SIUE and School of Business students through on-campus career fairs in the 2006-07 academic year
- Home to the Small Business Development Center, Entrepreneurship Center and the International Trade Center

Academic Programs

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

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

Fall 2007 Enrollment
- Undergraduate (1,084)
  Women (503) 46%  Men (581) 54%
- Graduate (300)
  Women (123) 41%  Men (177) 59%

Faculty
- Full time 54
- Part time 23

Annual Tuition (2 Semesters)

<table>
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<tr>
<th></th>
<th>Undergraduate</th>
<th>Graduate</th>
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Message from the Dean

The 2007 academic year was one of progress and accomplishments for the SIUE School of Business. Many of the achievements you will read about in this Dean’s Report took place during a time of transition, and I would like to thank our faculty and staff for their commitment to excellence as I took the role of interim dean earlier this year.

As many of you know, Dean Gary Giamartino was asked by Chancellor Vaughn Vandegrift to become interim vice chancellor for University Relations and CEO of the SIUE Foundation last December. Since that time I have served in the role of interim dean. The transition has been smooth thanks to the dedication of many people, including Dr. Janice Joplin, our new associate dean for Academics Affairs.

One of the highlights of this academic year was the news this spring that our accredited status in both accounting and business has been secured for the next five years, the maximum extension possible. Reaccreditation by AACSB International—The Association to Advance Collegiate Schools of Business keeps your business school in the select company of other leading business schools across the globe.

A highlight of the upcoming academic year is the celebration of SIUE’s 50th Anniversary. A variety of events will mark the milestone and will continue through the summer of 2008. We invite you to be an active participant in those celebrations.

With nearly 13,500 students, SIUE contributes significantly to cultural vitality, social health and economic development of the region. In these pages you will see examples of the innovative programs, faculty commitment and alumni successes that help make the School of Business such a vital part of the University and the business community.

Timothy S. Schoenecker, Ph.D.
Interim Dean, SIUE School of Business

Mission

The mission of the School of Business is to prepare students and business professionals and to improve business practice through high quality instruction, research and professional activities.
There is perhaps no bigger eye-opener for students than traveling overseas to learn about other cultures and experience first-hand how other countries conduct business.

The SIUE School of Business provides students many opportunities to experience international business and to gain a global perspective, putting them at a competitive advantage when they graduate. Since 1991, students have participated in semester-long or five-week summer programs.

“Students come away learning about other successful markets and business practices that are not necessarily the American way of doing business,” explained Janice Joplin, associate professor of Management and Marketing and associate dean for Academic Affairs, who oversees the program. “More companies than ever are seeking candidates with this type of experience on their resume.”

The SIUE School of Business has agreements for students to study at École Superièure des Sciences Commerciales d’Angers (ESSCA) in Angers, France, and with universities in Germany, England and the Netherlands. Recently, the ESSCA exchange agreement was renewed and now includes the ESSCA campus in Budapest, Hungary.

Students often claim that their international experience was the most memorable and valuable of their academic careers.

“I was able to see some of the world’s great cities and monuments, as well as gain first-hand experience working with foreign businesses and economies,” said recent SIUE School of Business graduate Cole Ramsey who spent a semester studying in England. “It was life-changing for me. A growth opportunity that is hard to match.”
The economic impact of the SIUE School of Business can be felt throughout the region, thanks in part to programs that encourage entrepreneurship, facilitate trade and help small businesses grow.

The Southwestern Illinois Entrepreneurship Center facilitates the interaction between entrepreneurs and existing resources. The Center works with entrepreneurs and small businesses from the start-up phase through the transition/exit phase. “In addition to providing in-depth assistance and accelerated services to entrepreneurs, the center promotes an entrepreneurial culture that is important to the region,” says Center Director Kristine Jarden.

One of six trade centers in Illinois, The International Trade Center serves businesses in the state’s 45 southernmost counties by providing services like free export consultation, international market analysis, identification of foreign buyers and seminars on international business strategies. “International sales are the key to long-term business survival in today’s competitive global environment. By entering new markets, businesses also stimulate economic development in their local communities,” explains Director Silvia Torres-Bowman.

The Small Business Development Center conducts nearly 50 seminars and workshops throughout the year addressing topics important to business owners. The Center also provides one-to-one counseling services to new and existing businesses at no charge, including review of business plans and discussion of financing options, bank loans, SBA and state-backed loan programs, marketing, management and other topics of concern to business clients. “Housing these programs in the SIUE School of Business enriches our students’ learning experience in a way that is directly beneficial to them when they enter the business world,” said Kwa Mister, director of the Small Business Development Center.

In addition to serving the business community through a variety of outreach programs, the School of Business offers five graduate degree programs aimed at working professionals and delivers professional development programs in project management.
Faculty Recognition Reflects Caliber of Instruction

The SIUE School of Business faculty members combine academic excellence with industry experience. They know how to apply theory to achieve results. The quality of the business faculty is evident in the classroom and through the School’s placement among the elite 10 percent of business schools worldwide that have earned the prestigious seal of approval from AACSB International - The Association to Advance Collegiate Schools of Business.

A great case in point is long-time faculty member and chair of the Economics and Finance Department, Rik Hafer. Since joining the faculty in 1989 as a professor of economics, Hafer has published more than two dozen scholarly articles, three books and has received numerous grants and contracts. His outstanding scholarly activities contributed to his promotion to SIUE Distinguished Research Professor of Economics and Finance. The Distinguished Research Professor, a faculty rank awarded by the SIUE Graduate School, recognizes the quality of senior faculty members and their continued commitment to scholarship.

“The quality of Rik’s research publications, the extent of his grant activity and his level of commitment to student mentoring are points of pride for the School of Business,” said Interim Dean Timothy Schoenecker. “Having someone of Rik’s talent and reputation in his discipline reflects well on us as we strive to be nationally recognized for the excellence of our programs.”

Associate Professor Susan Yager, department chair of Computer Management and Information Systems is another outstanding example of faculty achievement. Yager recently was awarded the Boeing Welliver Faculty Fellowship, which provides participants with an increased understanding of the practical industry applications of engineering, information technology and business skills. The Fellowship aims to enhance undergraduate education to better prepare tomorrow’s graduates for careers in a global business environment.

“Susan’s selection as a Welliver Fellow has strategic significance for the School of Business and the University as we strengthen our relationship with Boeing. This level of achievement benefits the School of Business, Boeing, and – most of all – students,” Schoenecker says.
Selected Faculty Scholarly Activities


Sumner, Mary, Bock, Douglas T. & Giamartino, Gary. (Fall 2006). Exploring the Linkage Between the Characteristics of IT Project Leaders and Project Success. Information Systems Management.


In 2006, the SIUE School of Business received its largest single bequest in the history of the University – a $2.4 million gift made through the estate of Homer L. Cox, a School of Business professor who taught at SIUE from 1967 until his retirement in December 1978. The resulting Homer L. and Helen L. Cox Scholars Program is an endowed fund which will provide students with financial assistance and unique educational opportunities designed to enhance their academic and creative potential.

Scholarships will be awarded annually to four incoming freshmen beginning in fall 2008. Student selection will be based on academic performance in high school and a commitment to a business major. Freshman and sophomore scholars will participate in a faculty-directed mentor group. Juniors and seniors will be mentored by a faculty member from the student’s major area of concentration, establishing a two-year one-to-one academic relationship.

Cox Scholars will work with faculty members on research projects early in their academic careers, participate in a community service project and network with successful School of Business alumni and local business leaders.

“This program will allow exceptional students to have an even richer academic experience,” said Judy Woodruff, director of development at the SIUE School of Business. “The Cox gift will create amazing learning opportunities for generations to come.”

Top photos, left to right:
Victoria A. Harris receives the Enterprise Rent-A-Car Student Leader of the Month Award from Enterprise’s Lee Lewis.
Thomas W. Doellman is congratulated by Dr. David Luan on receiving the Luan Memorial Scholarship in Economics.
Leah C. Taylor accepts the Hortica Business Scholarship from Hortica’s Peter Fornof.

Left to right:
Interim Dean Timothy Schoenecker with Matthew P. Senger and Rachel S. Aubrey receiving the Frank Staggers Award for Excellence in Marketing Research, Dr. Ralph Giacobbe, and Brendia Staggers.
Jonathan Ferry remembers the first time his young age crept into his high-responsibility job as economic development director for Granite City, Ill. “On a trip with Mayor Ed Hagnauer to Chicago, several business prospects mistakenly thought the Mayor had dragged his son along to the meeting,” he said.

Ferry’s youth – he’s 24 – belies his tremendous responsibility. A native of Granite City, he is responsible for assessing the economic development path for the city, evaluating industries, recruiting businesses, and securing grants and funding. And if there is any doubt about the trust that the city has in Ferry, consider this: he is the city’s lead in working to secure a $350 million expansion of the U.S. Steel Granite City Works, which would add new jobs and secure 2,300 existing jobs at the mill.

Ferry received a bachelor of science in economics in 2005 from the SIUE School of Business and a master’s in economics and finance in 2006. While he is a natural go-getter, Ferry credits much of his success to his educational experience at SIUE.

“The best thing SIUE gave me was the ability to think through problems economically and logically,” Ferry said. “They gave me a toolkit. I learned problem-solving skills and different ways of viewing and thinking about problems. Those skills positively impact my work every day.”

Ferry is particularly happy to be applying his skills for the betterment of his hometown. “I’ve lived here all my life and have first-hand knowledge of the area’s economic past and future,” he said. “My contributions feel particularly meaningful and satisfying for that reason.”
Recognizing that a commitment to education is critical to the long-term success of the region, the St. Louis Regional Business Council (RBC) maintains partnerships with the area’s universities. The RBC is a consortium of CEOs from 100 of the largest mid-cap companies in the St. Louis area who are committed to enhancing the vitality and well-being of the region. Together, these companies employ more than 100,000 people and generate more than $50 billion in annual revenue.

For college students who want to excel in the world of business, practical experience is the ideal compliment to a solid education. The RBC’s Mentor Network facilitates the interaction between regional CEOs and SIUE School of Business students. Students are selected for the program based on their academic performance.

Participating students meet with their CEO mentor twice a year at the CEO’s office. Students receive advice and practical suggestions on getting started in a business career, learn about the industry and meet with other company executives. Students and mentors maintain a dialogue throughout the year which helps students prepare for the business world in practical ways.

Todd Korte, President of Korte Construction and RBC mentor, is a believer in the program. “We know that the students get a lot from us, and we benefit as well. We are enriched by the program and we learn from the students. It’s one of those ‘win-win’ situations,” Korte said.

For student Tim West, the program offers exciting potential. “It is such an honor for me that the members of RBC share their time with students. Their experience, insight and advice have been priceless as I begin down my career path. This mentorship opportunity has made a major impact on me professionally, and now I understand why so many business leaders talk about the importance of a mentor in career development.”
Based, in part, on the outcome of those activities, a new advertising effort for the MBA program and written marketing and communications guidelines have been implemented.

■ Early in the spring, the School’s Web site was revamped as part of the University’s Luminis project. Content is now managed, with news and features updated regularly.

■ The School has made exceptional progress with facilities. Two signage projects have been completed and plans were made to renovate several classrooms. These renovations will lead to improved and more comfortable learning environments for students. In addition, a task force was formed to review the remaining classrooms in order to set priorities for renovations of those rooms as funding becomes available.

Enterprise Rent-A-Car Foundation provided the means to create a student leadership awards program that recognized individual student leaders in the School’s 15 student organizations. In addition, the student organization that best met its mission for the year received a $2,500 award. Through this initiative, students engaged in mentoring other students, participated at professional conferences, planned and implemented projects and programs, and provided support for freshman orientation.

An Alumni Speaker’s Bureau was created that will provide expertise and resources to faculty and student organizations. Students will have the opportunity to learn from successful alumni who can speak to career paths, business practices and life after college. In addition, alumni were engaged during several corporate alumni receptions held at Anheuser-Busch Companies and Regions Bank along with a regional alumni reception and baseball game in the San Francisco area.

Effort is underway to create a marketing and communications plan to build brand equity for the School. An extensive data collection exercise was completed that consisted of surveys of students, faculty and alumni, with focus groups conducted that targeted each of those audiences.

The strategic plan for the School of Business is based on the long-term goals of the University. Following is a brief year-in-review that outlines progress with regard to the School’s strategic plan.

University Long-Term Goals

1. Engaged Students and Capable Graduates
2. Innovative High Quality Programs
3. Committed Faculty and Staff
4. Harmonious Campus Climate
5. Active Community Engagement
6. Excellent Reputation
7. Sound Physical and Financial Assets
The School is committed to working with the business community to develop programs that provide a strong basis for students upon which they can build their professional business careers. Members of the following Advisory Boards provide expert business intelligence to many areas of the SIUE School of Business. They also serve as ambassadors for the School within their respective business communities.

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