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**College of Business**

Volume 11 Issue 1

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**College of Business Clubs**

**Accounting Club**

President: Kenyon Whiting  
Contact: Prof. Dave Wagaman, DF 224

**American Advertising Federation (AAF)**

President: Lily Rubinstein  
Contact: Dr. Jim Ogden, DF 226

**American Marketing Association Club (AMA)**

President: Christina Madensky  
Co-advisors:  
Dr. Paul Sable, 220DF; sable@kutztown.edu  
Dr. Roger Hibbs, 233 DF; hibbs@kutztown.edu

**Financial Management Association**

President: Ognjen Cvetkovic  
Contact the Co-Advisors :  
Dr. Keshav Gupta, DF 233 and  
Dr. John Walker, DF 228

**Sport, Leisure Athletic Management club (SLAM)**

President: Paige Schoffstall  
Contact: Dr. Kerri Cebula, OM 212

**Students in Free Enterprise (SIFE)**

President:  
Contact the advisor:  
Dr. Roger Hibbs, 233 DF; hibbs@kutztown.edu

**SAM Club**

(Society for Advancement of Management)  
President - John DiFrancesco  
Advisor: Dr. Lee Weyant, DF 208C

**Tai Chi Club**

President:  
Contact: Dr. CJ Rhoads, DF 204F  
Advisor: Dr. Duane Crider, OM 212



*College of Business Featured Business:*

**Nestle USA, Distribution Center, Allentown, PA**

**Featured Speaker:**

**Jonathan E. Clancy, General Manager**

**Jonathan E. Clancy** is responsible for the Allentown site, **Nestle USA, Distribution Center** (approximately one million square feet). This includes the actual warehouse (Nestle USA's largest) and Private Fleet. Mr. Clancy oversees all operations, while focusing on safety, quality and other regulatory guidelines. He manages the operational budget, including purchasing/managing equipment assets, headcount and revenue streams. Mr. Clancy works with sales, marketing, finance, customer service, engineering, and the other sister sites.

Mr. Clancy graduated in 2001 with a B.A. in Political Science, concentrating in Pre-Law and was commissioned a 2nd Lieutenant in the US Army. Graduated as a military distinguished honor graduate. He was "branched" Quartermaster (Logistics) and served on active duty in the Army for four years. He held various positions while in the Army, including Platoon Leader, Warehouse Officer in Charge, Company Executive Officer, Battalion Personnel Officer, General's Aide, Supply and Service Officer and Battalion Logistics Officer. As a Captain, he resigned his commission after active duty obligations in 2005 and accepted a job offer with Nestle USA as a supply planner for their Confections & Snacks Division, located in Glendale, CA. Since then, he moved into a Supply Chain Manager role (Confections & Snacks, Glendale, CA), Operations Manager (Beverage Factory and Distribution Center in Anderson, IN) and currently, General Manager for the Allentown, PA Distribution Center.

Mr. Clancy will provide information to students on the career opportunities in the operations and supply chain management field as well as information about Nestle USA. Students will have the opportunity to ask questions at the end of the presentation.

**Thursday, October 25**

**11:00 am**

**DF100**



**AACSB Mentor visit – Dr. Danny Arnold**

*Association to Advance Collegiate Schools of Business*

**Dr. Danny Arnold**, Chair of the Department of International Business, Rollins College and former business dean at 4 universities serves as KU's AACSB mentor. On Thursday and Friday, September 19 and 20 he made his fourth once a year visit to KU. The purpose of his visits is to provide KU with advice on carrying out its AACSB Accreditation Plan and to inform the Initial Accreditation Committee of the AACSB on his observations regarding the effectiveness of KU

in carrying-out its accreditation plan. On September 20, Dr. Arnold held meetings with the College's Steering and Strategic Planning Committee, Assurance of Learning Committee, department chairs, and the faculty of the Department of Business Administration to provide perspectives and advice on satisfying AACSB accreditation standards. On Friday morning, Sept. 21 Dr. Arnold met with the College's Business Advisory Board followed by a meeting with President Cevallos and members of the Provost's Office.



# Registration

## REGISTRATION: CHECK THE WEB FOR YOUR EARLIEST REGISTRATION DATE AND TIME:

**Meet with your advisor - Tuesday October 23-Tuesday November 20**

You don't have to stand in line!! Use online student services -

<https://portal.kutztown.edu/oss/>

- You will not be able to schedule courses until your registration start date and time
- You will not be able to schedule if you have registration holds on your account
- You can view the department that issued the hold through Online Student Services and contact them directly to resolve the restriction

**For more information:** <http://www.kutztown.edu/registrar/stuwebinfo.shtml>

## HOW TO...

### TO DECLARE A DISTINCT MAJOR IN THE COLLEGE OF BUSINESS:

Students already declared in the BSBA Business Core program who wish to declare a specific major should report to Dr. Roger Hibbs, Chair, Department of Business Administration for advisement and to complete the necessary form. The DBA Secretary or Donna DeLong, are located in room 233 deFran

Students must have all core courses completed with a 2.0 GPA before declaring a distinct major in Business:

- ACC 121 Financial Accounting
- ACC 122 Managerial Accounting
- BUS 120 Business Statistics
- BUS 131 Business Law I
- BUS 171 Business Information Systems
- ECO 011 Prin. of Macroeconomics
- ECO 012 Prin. Of Microeconomics

### TO CHANGE MAJOR INTO THE BSBA BUSINESS CORE PROGRAM:

All students in good academic standing who have earned at least a 2.0 grade point average, overall, are eligible to change their major. Report to Dr. Roger Hibbs, Chair, or Dr. Donna Steslow, Assistant Chair of the Department of Business Administration for advisement and to complete the form. The department secretary, Donna DeLong, is located in room 233 deFran. Students are given a change of major form and a COB advisement guideline and program checksheet. Dr. Hibbs or Dr. Steslow will review the academic record and provide advisement and options for course selection. The change of curriculum form must be signed by the student and will be processed by the Registrar's Office. A new College of Business advisor will then be assigned.

## BSBA BUSINESS STUDENT INTERNSHIP PROGRAM

The College of Business Internship Program is designed to enhance the student's formal academic education by providing an opportunity for the student to test skills and knowledge via exposure to an actual institutional or commercial enterprise. This supervised experience provides an arena for the practical integration of knowledge during the formal learning process as well as an opportunity to acquire experience and knowledge beyond that available within the confines of the existing curriculum. Students benefit both personally and professionally from the expanded perspectives provided by the professional supervisor and the guidance of the faculty supervisor in evaluating this learning experience. Internships are graded on a Pass/Fail basis.

### QUALIFYING FOR AN INTERNSHIP FOR CREDIT

You may qualify for an internship if you:

- Have, or will have, 60 credits completed by the beginning of the term in which the internship will occur
- Have, or will have, completed the business core with a QPA of 2.0 or better
- Have, or will have, an overall QPA of 2.0 or better.

For more information regarding internships and deadline dates, please visit: [www.kutztown.edu/academics/business/internship.aspx](http://www.kutztown.edu/academics/business/internship.aspx) or The Career Development Center website: <http://cdc.dept.kutztown.edu/>

**APPLICATION DEADLINES:** \*SPRING 2013 - DUE December 10, 2012 \*SUMMER I 2013 - DUE May 13, 2013 \*SUMMER II 2013 - DUE June 24, 2013



# ADVISEMENT



**Roger Hibbs DBA, Chair,  
Department of Business Administration**

Room 233B deFrancesco  
610-683-4580

[hibbs@kutztown.edu](mailto:hibbs@kutztown.edu)

Office hours: Monday through Friday  
10-11am; others by appointment only  
Secretary: Mrs. Donna Delong



## It's advisement time!

**Advisement begins on October 23rd and ends November 20th.** This year it is imperative for you to meet with your advisor. Why? To make sure you graduate on time!

Currently, the business administration major is operating under four different versions of each major. Each advisor has been given a list of their advisees with the correct version number for each of their advisees. This semester the Administration has implemented a block advisement system – which means that no student may register for Spring 2013 classes until they see their academic advisor and they unblock them for registration. THEREFORE, you must meet your advisor at your earliest convenience to confirm that you are following the correct version of graduation requirements.

Students can find their assigned advisors by checking on MyKU. If an advisor is not listed, please see the departmental office in DF 233. Advisors will have advising times posted on their bulletin boards (or electronically) shortly before advisement begins. Please sign up at your earliest convenience. Be prepared when you visit your advisor – which means – bring along a completed check sheet (with grades written in) and a list of courses you want to take for the Spring 2013 semester. Do not come unprepared – advisors have a heavy advising load and cannot advise properly if students are unprepared.

Accounting and Finance majors – course sequencing is a major concern. Many accounting and finance courses are only offered every other semester. Students create a problem when they do not successfully complete a course that is only offered every other semester and this course is a pre-requisite for the next course in the sequence. Using your check sheet, make sure you are taking the right course and you successfully complete the course.

Also worth repeating is the business core requirements. At the end of this semester, if a student has successfully completed all seven business core courses with an overall GPA of at least a 2.0, they must declare their major to take upper level courses in their major. This is of particular interest to students that are currently taking the last of the core courses this semester. You will be allowed to tentatively schedule upper level courses in your major pending successful completion all the core courses with at least a 2.0 GPA overall. If the student does not successfully complete the core, they will have all upper level courses (300 level) dropped from their Spring schedule. So, any student anticipating completing the core this semester has to develop a plan "A" – a Spring semester with upper level courses, and a plan "B" – a spring schedule that repeats core courses to bring their GPA up.



**Dr. Lorri F. Engstrom, Chair  
Department of Sport Management**

Room 209 Old Main  
610-683-4376

[engstrom@kutztown.edu](mailto:engstrom@kutztown.edu)

Office hours: Mon, & Wed 12:30-1:30  
Tues. 12:30-3:30



It is vitally important for Sport Management majors to come to advising prepared! Every student needs to meet with their advisor. Please bring your advising folder when meeting with your advisor. You should have a copy of your grid sheet as well as the Leisure and Sports Studies Program Requirements in your folder. Contact your advisor to make an appointment. Do not lose out on the opportunity to talk and plan your courses with your advisor. Important dates, guidelines and upcoming opportunities are discussed during advising.



### Assistant Chair, Department of Business Administration



Room 232 deFrancesco  
610-683-4587

[steslow@kutztown.edu](mailto:steslow@kutztown.edu)

Office hours:  
Monday & Wednesday  
1-2pm  
Thursday 2-3:30pm

**Dr. Donna Steslow** was chosen as Assistant Chair of the Department of Business Administration. "I provide support to the department in the areas of advising and curriculum and support Dr. Roger Hibbs with his duties as Chair. I meet with students enrolled at KU interested in transferring to the BSBA program. Please feel free to stop by if you have any questions regarding your degree requirements, which curriculum version you are enrolled in, or any other concerns."



### Department of Business Administration, Research Workshop

On Monday, September 24th,  
**Dr. Rajeev Kumar's** workshop  
presentation titled "A Smart  
Market of Privacy" was well  
received by attendees; they all

agreed they learned something about the "Computation Complexities Theory." Dr. Kumar teaches courses in information systems in the Department of Business Administration.

### Upcoming programs are scheduled:

**Monday, October 22** - "Selling Television Commercial Times under Competition: An Equilibrium Analysis" by Dr. Qin Geng.

**Monday, November 26** - "Factors Associated with Student Performance in the Introductory Finance Course" by Dr. Keshav Gupta.

The primary objective of the workshop is to provide faculty working on research projects in the early stages of development an opportunity to get feedback from a large number of colleagues. The expected constructive feedback should strengthen the paper and increase its chance of getting published in a respected refereed journal. Consequently, this should help us in achieving our goal of obtaining AACSB accreditation. Workshop programs are coordinated by Dr. Mostafa Maksy, Department of Business Administration.

### COB Student Representative Student Government Board



**Katherine M. Irace** is the College of Business Student liaison on the Student Government Board for the 2012-13 year. Katherine is a sophomore enrolled in the BSBA business program. She is involved in the Habitat for Humanity, Care Bears Organization, member of

Budget and Finance Committee, serves on the Student Advocacy Committee, and Student Representative on KUSI Board of Directors.



### Dr. Dan Benson Chair, Professional Studies

Room 227 deFrancesco  
610-683-4640

[benson@kutztown.edu](mailto:benson@kutztown.edu)

Office hours:  
Mon, Wed, Fri. 11-12pm  
Mon, Wed 3-4pm

### Department of Professional Studies

The Department of Professional Studies has developed a series of courses primarily for non-business majors. The goal of the courses is to increase students' understanding of the environment in which non-profit businesses and governmental units operate and the principles that govern their operation. Virtually all students, regardless of major, will eventually be employed by non-profit or governmental business organizations.

### These courses are offered Spring 2013 semester:

ECO 010 - Introduction to Economics (non business majors)

PRO 100 - Organization and Function of Enterprises

PRO 120 - Accounting Survey for Professional Studies

PRO 130 - Practical Leadership

PRO 185 - Fundamentals of Personal Finance

(Courses can be used under general education elective category only)

Any questions regarding these offerings please contact Dr. Dan Benson.





# Welcome our Exchange Students

## Exchange Students - Denmark, Germany

We asked Lucia and Inga to comment about the KU campus, community and things they have done since arriving to Pennsylvania.

**Inga Trautmann and Lucia Apfelbeck** are taking courses in the Masters in Business Administration program at KU. They are one semester exchange students to KU from **Southern Denmark University**. Both Inga and Lucia have already been to the International Day of Peace at the UN Headquarters and to a Phillies ball game. For the next weeks and months they plan to visit New York City, Washington DC, Philadelphia, and Boston and, perhaps some other nice places nearby. Inga has already studied in Denmark, Germany and the UK. "I would say that studying in the United States is not that different.

I think it is a real pity that for me as a graduate student there are only a few courses offered during the semester. But the courses I could select fit perfectly into my studies. They are very interesting and rich in variety. As an international student you meet a lot of other internationals and everyone working with internationals is very nice and they arrange many different activities. Besides university employees the persons organizing the open house events are very involved in creating a familiar atmosphere. Everyone I met is very helpful and wants to create a nice stay in Kutztown. "For me as a German was it also very interesting to meet some Amish and to hear them talk Pennsylvania Dutch and talk German to them."

Both students agree, they really like the food at the Basin Street Hotel and especially the wings. They also want to make plans to go to the TK's Sushi House in the future. For students who like to prepare their own food, they fully recommend everybody to check out the Renningers Farmers Market.

After studying at KU and returning home, Inga commented that she needs to work and earn some money and will finish her studies and write her master thesis. Inga said, "After that I am looking forward to start working. Because of my special branch of study I will gain a German and a Danish diploma. That is why I would like to work in Denmark or at a job which is related to both Germany and Denmark." Lucia said, "I come from Germany and I do my Masters' degree at the University of Southern Denmark in Odense, a nice city in Denmark. I am doing my 3rd semester here at KU as an exchange semester abroad."



**Inga Trautmann and Lucia Apfelbeck** are exchange students from the University of Southern Denmark. Both students are enrolled in Master in Business Administration courses at Kutztown during the fall



**Mika De Lincel and Alexander Kimmel** are exchange students from INHOLLAND University, the Netherlands. Both are enrolled in the undergraduate business program.

## Exchange Students - INHOLLAND, The Netherlands

**Mika De Lincel, Jillian Van Iperen and Alexander Kimmel** are undergraduate business majors from **INHOLLAND University, The Netherlands**. Marina Hinz and David Lorenz are undergraduate business majors from Reutlingen University, German.

Mika de Lincel, Jillian van Iperen and Alex Kimmel are undergraduate business majors attending Kutztown University for the fall 2012 semester. Mika de Lincel is a Business Management major enrolled 5 classes in the Department of Business Administration at KU which he finds all quite interesting.

"The KU Campus compared to my campus in the Netherlands is enormous. We only have one big building, which is couple of times bigger than the Old Main building and that's our school. So that is one of the biggest differences between the two schools. I love the Pennsylvanian area, because the landscape is beautiful and there is a lot of nature. And other than Kutztown/Reading I haven't really visited anything else besides this. "Mika has traveled to the west coast of the United States a few years ago and has visited Nevada twice. At the beginning of this year, he visited Washington D.C.

"As a Business Management major I think it's really important to have studied abroad, because the experience will help me out later when working in an international environment. The study abroad also helps me out with working on my communication skills and I meet a lot of friendly and cool people and as this semester goes on I hope to meet a lot more people!"

## Exchange Students - Reutlingen University, Germany

**Marina Hinz and David Lorenz** are exchange students to Kutztown University from **Reutlingen University, Germany**. Both are enrolled in the international business major at their school.

Marina and David are enrolled in courses for the fall 2012 semester offered out of the Department of Business Administration. Marina provided the following comments about herself and study at Kutztown.

"The courses are different than in Germany because we usually work with a skript from the Professor and use the book as an additional help. We do not have so much homework and assignments as we have here. Usually we have a group project and a final exam instead of regular assignments. This means that the workload here is much higher. That doesn't automatically mean that study in Germany is easier, it's just different and demands a lot of self discipline because the student has to decide how much to study and when etc.

I can't say so much about Pennsylvania because I haven't traveled around yet (because of the continuous workload of assignments and tests) but people keep saying that Pennsylvania is much slower than the rest of the states and that people especially in Kutztown like to be to themselves. "Marina would love to have more time for travel, because she feels it is really important to get to know different cities and people to be able to judge and to get a broader view of everything. Kutztown is very small. She hopes during the Thanksgiving break she will have more time to travel -- go to Washington and Boston. Marina commented, "exchange programs are especially important for people that study business because it helps to understand other cultures and views of others. It gives you more ideas and makes you see things from a different perspective. This not only is important for my future career but also for my personal development. I have been already to a lot of other countries and I also lived in Spain and the United Kingdom and I really enjoyed making these different experiences. I have learned a lot about myself. It also makes you learn to appreciate a lot of things of your home country or the people that are close to you, which in my opinion is one of the most important things I have learned."



## Finance Club

On Tuesday, March 1st the Finance club hosted **Mr. Anthony DeVicaris of PENN Capital Management**. Mr. DeVicaris is the Vice President and Partner of PENN Capital Management. He specializes in servicing institutional clients and marketing to national and regional consultants.

**Dr. John Walker** has been a co-adviser of the Finance Club since his arrival at KU in the fall of 2006. He enjoys helping the Finance Club officers plan their events and recruit speakers. Over the last several years, the Club has earned the "superior chapter" designation from the Financial Managers Society. The Club's officers are registered and planning to attend this month's FMA meeting in NYC to learn more about leadership and ways to build a strong chapter. Recently they hosted two KU alumni from Penn Capital who spoke to the Finance Club on high yield bonds and participated in the Etiquette Dinner for business seniors. Later this month, we will welcome back to KU recent alumnus Zach Phipps who is now working for SEI Investments and recently passed level 1 of the CFA exam.

**Dr. Keshav Gupta** has been the Finance Club advisor for 20 years. He also established Financial Management Association, Kutztown University Chapter, in 1992. Over the last three years Kutztown University Chapter has been twice awarded Superior Chapter designation by the Financial Management Association International.

### Club officers:

President: Benjamin Kramm  
Treasurer: Alex Lavado

Vice President: Daniel Eshbach  
Secretary: Chadd Stednitz

**For more information, please contact the club president or faculty advisors Dr. Keshav Gupta (office 209 DF) or Dr. John Walker (office 228 DF).**

**On Thursday Oct 11th at 11am** The Society for the Advancement in Management (SAM) and Finance club will host Diane Tiger, the dean of leadership development for Vanguard. She will speak about Leadership vs. Management as well as financial strategies that Vanguard utilizes. This meeting will be beneficial to all business majors and anyone that is not in either organization and is interested in attending please contact either John DiFrancesco(jdifr524@live.kutztown.edu) or Ognjen Cvetkovic (ocvet311@live.kutztown.edu). There will also be free pizza and refreshments served.



From left to right: Dominic Cobrusso, John DiFrancesco, Katie, Floyd Monique Baily, Mike Domkowski, Ognjen Cvetkovic, Dr. Keshav Gupta, Dr. John Walker, Amy Bafford, Assistant Director, Career Development and Graduate Assistant for Career Development, Katy Rush.

## SAM Club

The Society for the Advancement of Management was created at Kutztown University in the Spring semester of 2012. The SAM club is a professional organization dedicated to leadership development and the discipline of management. The campus division is designed to promote professionalism and relevant management education by providing students with related programs and services, expert guest speakers, field trips, internship and job opportunities, and plenty of opportunities for leadership roles. Our group will also collaborate with other university clubs with events such as guest speakers, fundraising, etc.. This is a great opportunity for students to develop useful contacts for business and personal use. This club is also designed to make the transition from college to career a smooth ride and will set you up for a successful future!

### Officers:

**President-** John DiFrancesco: Senior; Business Management Major; Recently went through an internship at Target and is looking forward to a career in Retail Management with Target and to own my own business some day.

**Executive Vice President-** Mike Domkowski: Senior; Accounting Major, Economic Minor; Looking forward to graduating in spring 2013 and pursuing a career in public accounting.

**Vice President, Public Relations-** Dom Colarusso: Senior; Sports Management Major, Sociology Minor; Member of KU Sports Business Institute, pursuing future in sport management/marketing and will be hoping to attend graduate school for Sports Psychology.

**Vice President, Programs-** Brittney Schafer: Senior, Business Management Major; VP of Publicity for SIFE, GWA of PA Rainbow, excited to be graduating this December, and hoping for a start in Real Estate in the Spring.

**Secretary-** Elspeth Huyett- Junior; Marketing Major; Currently working at the Valley Preferred Cycling Center as the Marketing Associate and is looking forward to pursuing a career in the cycling industry.

SAM Club along with the Finance Club sponsored a joint meeting on Thursday September 20 at 11 am. Guest Speaker for the program Amy Bafford, Assistant Director, Career Development Center. She addressed the following:

- Learn how to build your resume
- Gain tips for starting a career in finance or management
- Business students from all majors welcome!



# Accounting Club

The Accounting Club has sponsored two events this year: Meet the Firm Night and A Special Program on the CPA Exam. They will again sponsor the annual Accounting Club Golf Tournament and the annual Accounting Club Banquet in April 2013. Alumni are invited back for these events and it offers our current members a great networking opportunity, since many of the alumni have risen to high level positions with their organizations.

For more information you can contact **President: Kenyon Whiting**, [kwhit087@live.kutztown.edu](mailto:kwhit087@live.kutztown.edu) or

**Faculty Advisor: Professor Norm Sigmond**, [sigmond@kutztown.edu](mailto:sigmond@kutztown.edu); DF230.

Prof. Dave Wagaman, has served for many years as the club advisor will be taking sabbatical leave for the 2012-13 academic year. Prof. Norman Sigmond has agreed to serve as the acting faculty advisor in his absence. .

## Officers:

President - Kenyon Whiting, [kwhit087@live.kutztown.edu](mailto:kwhit087@live.kutztown.edu)  
 Vice President - Dustin Martin  
 Secretary - Steven Garcia  
 Treasurer - Daniel Harris

# American Advertising Federation

AAF's college-chapter program has 225 affiliated chapters throughout the United States and abroad. The program includes 7,500 undergraduate student members and more than 250 faculty advisers. Please check out our bulletin board on the second floor of deFran to sign up and start receiving emails!

## Officers:

President- Lily Rubinstein  
 Vice President - Kelly Nesci  
 (of Membership)  
 Vice President- Chelsea Trewella  
 (of Social)  
 Secretary- Caroline Solt  
 Treasurer- Katelyn Ritter  
 Faculty advisor: Dr. Ogden



AAF is selling Smencils

Please contact:  
[Lrubi950@live.kutztown.edu](mailto:Lrubi950@live.kutztown.edu)



Club Officers with advisor, Dr. Jim Ogden

# SLAM CLUB

## Sport Leisure Athletic Management club

For more information , please contact the faculty advisor Dr. Kerri Cebula, JD (office 212 Old Main).

If anyone is interested in joining SLAM and could not make the first meeting, please contact Professor Cebula by email at [cebula@kutztown.edu](mailto:cebula@kutztown.edu). We have volunteer opportunities coming up at Homecoming, with the Health and Wellness Expo, and at the Super Bowl in New Orleans. Keep an eye out in your email and on KU Sport Management's Facebook page for more information.

## Club Officers:

President - Paige Schoffstall  
 Vice-President - Jenna Gregory



This newsletter serves as an information source for KU students, faculty and staff. Questions or suggestions

You may contact Sarah Couch at  
[scouc288@live.kutztown.edu](mailto:scouc288@live.kutztown.edu)

If you would like to submit any suggestions or articles for the newsletter, drop it off at the  
**Suggestion box outside DF 119.**

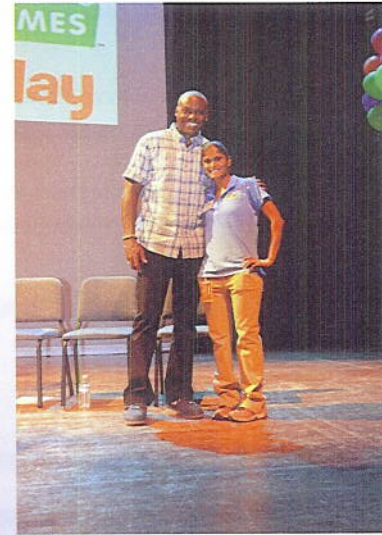


## Global Sport Business Leadership Program



As part of the Global Sport Business Leadership Program, the **2012 US Sport Business Forum was held on August 28-29, 2012 on the KU campus.** Eighteen sport practitioners from Korea, including the CEOs and managers of Korea sport organizations, and government officials, visited KU and had a meeting to develop and promote the Korea sport industry. The visiting group discussed the direction of the Korea sport industry and issues that the Korea sport education and industry is currently facing. Faculty members in the Sport Management Department made presentations for discussion topics including the US sport history and culture, sport leadership, student-athletes management, sport finance in the meeting: speakers-Drs. Soojin Kim, Christine Lottes, Lorri Engstrom, Fred Garman, and Mr. Bamberger. The forum is sponsored by Korea Sports Promotion Foundation and DaeKyo CSA. The program was managed and organized under Dr. Yongjae Kims leadership.

## Brandt Finishes L.S.S. Internship for Hershey Food Company



**Rebecca "Becca" Brandt** completed her required L.S.S. internship working at Hershey Food Co, Hershey, PA. Her primary responsibility was the planning and execution of the Great American Track & Field Meet. Not only was Becca responsible for the pre-meet planning, one of her main projects was the planning and management of the opening day ceremonies which included an appearance by track-great Carl Lewis (see photo). Additionally, Becca was chosen to address all of the athletes, their families, and fans at the closing ceremony. We are proud of you Becca!



Room 212 Old Main  
610-683-4371  
[cebula@kutztown.edu](mailto:cebula@kutztown.edu)

Office hours:  
Tues & Thursdays 2-3pm  
Wednesdays 8:30-9:30am/12-2pm

## Welcome New Faculty Member-Kerri Cebula Department of Sport Management

Kerri Cebula earned her Bachelor's degree in Political Science and Justice from American University in Washington, D.C. in 2000 and her Juris Doctor from Marquette University Law School in Milwaukee, Wisconsin in 2006. While at Marquette, she earned the Certificate in Sports Law from the National Sports Law Institute of Marquette University Law School.

She began her career in intercollegiate athletics compliance at Villanova University, where she served as the compliance intern for 2000-2001 before taking over as the Assistant Compliance Coordinator in June 2001.

While in law school, she worked as a legal intern with the Wisconsin State Fair Park and the Pettit National Ice Center, both in West Allis, Wisconsin and as a legal intern with the Hunt Law Group, S.C. in Milwaukee. She was a member of the Marquette Sports Law Review and served as a research assistant to Professor Paul Anderson, Associate Director of the National Sports Law Institute.

In 2007, she was named the Compliance Coordinator at the University of Delaware and in 2010, she was named the Student-Athlete Eligibility and Financial Aid Coordinator. In 2012, she was named an Assistant Professor of Sport Management at Kutztown University.



# Welcome New Faculty to Business Administration



**Dr. Shawn Riley**

Room 125 deFrancesco  
610-683-4587

[sriley@kutztown.edu](mailto:sriley@kutztown.edu)

Office hours:  
Monday, Wednesday,  
Friday 10-12pm

**Dr. Shawn Riley** joined KU as an associate professor of management in fall 2012 and is currently teaching capstone strategic management courses for both undergraduate and MBA students. He received his B.A. in economics from Westfield State University, his M.B.A. from the University of Massachusetts Amherst, and his Ph.D. in strategic management from the University of Illinois at Urbana-Champaign.

Prior to arriving in Kutztown, Dr. Riley was a visiting faculty member at the University of Washington Tacoma, where he taught courses in strategic management and entrepreneurship. He enjoys working with students and has been recognized for his teaching on multiple occasions at both the University of Illinois and the University of Washington Tacoma.

Dr. Riley's primary research interests involve examining the value of firm investments in human capital and the possible complementarity of those investments with other strategic resources of the firm. Work from his dissertation is currently under review at his discipline's top journal, the *Strategic Management Journal*.

Dr. Riley is excited to be here in Kutztown and looks forward to working closely with students and also the supportive and very collegial faculty in the College of Business. He is a member of the Assurance of Learning (AOL) Committee and is looking forward to being of assistance as KU proceeds towards AACSB accreditation.

In spare time, he enjoys travelling, exercising, watching sports, and fishing.



**Dr. Manash Ray**

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484-646-5979

[ray@kutztown.edu](mailto:ray@kutztown.edu)

Office hours:  
Wednesday 10-11am  
Tues & Thurs. 2-5pm

**Dr. Manash R. Ray** joined KU in Fall 2012 and is currently teaching Accounting Information Systems (undergraduate) and managerial Accounting Control Systems (graduate - MBA). He is enjoying his classroom experience and his wonderful new colleagues. Ray received his Ph.D. in Business from Penn State University and an MBA from the Indian Institute of Management. Prior to joining Kutztown, Ray spent 14 years at Lehigh University, teaching a wide variety of undergraduate and graduate courses. After a few years in consulting, where he had the opportunity to apply management principles to business problems, he joined Towson University in 2008 as the Chair of the Accounting department, where he successfully led the efforts to secure reaccreditation from the AACSB.

While at Lehigh, Ray received the Alfred Noble Robinson Award from the University in 1991 for "outstanding performance in the service to the University and unusual promise of professional development," and the Carl and Inge Beidleman Award for excellence in business research in 2000. He is also the winner of two dissertation awards from the AICPA and the National Association of Accountants.

Ray's teaching and research interests include managerial accounting, accounting information systems, advanced cost management, total quality management and supply chain management. He has developed many courses including most recently, a freshman seminar course at Towson University entitled, "*Accounting Counts: From Pacioli to the SEC.*" In addition to a book on Total Quality Management, Ray has published twenty two articles in peer reviewed journals in accounting and interdisciplinary areas.

He enjoys working with students as well as working with alumni and University stakeholders. In the past, he has championed new student clubs and has actively worked to capture the voice of students while working on curriculum and career development initiatives. In his spare time, he enjoys travelling, reading science fiction and listening to music.

## College of Business Advisory Board

### COB Advisory Board Members:

**Dr. William Dempsey**, Dean COB  
**Mr. Peter Rittenhouse**, Regional Director, Nestle Waters Chair)  
**Mr. Joseph Bennet**, President, Bennet Family Dealership  
**Mr. Lee Free**, Marketing Manager, Ohio Casualty  
**Mr. Joel Garnick**, '01, President, Eclipse Fleet Services, LLC.  
**Mr. Dan Goldberg**, '06, President, Dan Goldberg Consulting, LLC  
**Mr. Jack Gottlieb**, President, The Total Solutions Group Inc.  
**Mr. Peter Gray**, President, KNBT  
**Mr. Curt Grim**, '91, President & Owner, APM Building Materials  
**Ms. Kiersten Hafer**, '96, VP Strategic Solutions Group  
 Information Resources, Inc.  
**Mr. Patrick Holleran**, Rotondo Precast  
**Mr. Gregory Kuritz**, '86, Vice President, Claims Manager Erie  
 Insurance Group  
**Ms. Nancy Magee**, '80, Founder & Owner, Financial Planning  
 Advisors  
**Mr. Timothy McNair**, Director of Sales & Marketing CF Martin  
 & CO., Inc.  
**Mr. Rob Strong**, Parties & More  
**General Richard Zilmer**, Retired, U.S. Marines

**The College of Business Advisory Board met on Friday, September 21 at 7:30 am, MSU 223.** The agenda items included meeting Dr. Danny Arnold, KU's AACSB mentor, confirming committee sub-groups and initiatives, and determining the role and action items for the academic year. Dr. Danny Arnold provided an overview on what the AACSB, Association to Advance Collegiate Schools of Business, expects an Advisory Board to do, as well as, to answer questions from Board members. Dr. Eileen Hogan and Dr. Therese Maskulka from the Department of Business Administration were guests at the meeting. Dr. Hogan is working with Dean Dempsey for the assurance of learning initiatives and is part of the AACSB team at KU. Dr. Maskulka serves as the recruitment chair for the Department of Business administration and answered questions about recruiting efforts and faculty qualifications. There was discussion about the key roles and insights the Board members will play in moving the College of Business toward AACSB accreditation. Mr. Jason Ketter, Executive Director for KU Foundation, attended the meeting. Mr. Peter Rittenhouse, Chair for the Board, and all members present engaged in conversation related to ways the College of Business, KU Foundation and Advisory board members could work together on planning and other initiatives. The Board will meet again on Monday, November 5 at 3:00 pm. A program is being planned with College of Business students for 6PM that evening.





## Career Development Center

113 Stratton Administration Center

<http://careers.kutztown.edu/>

### Job Search & Networking

**Tues. Oct 16 from 11-11:50am in MSU 218**

Find out why a good resume isn't all you need to land that job. This workshop will cover the Six Sure Steps to Success, the art of networking, and tips to locating those "hidden jobs" (it's more than Monster or Career-BUILDER!) Beginning the job search process can seem overwhelming...we'll show you how to break it down into manageable tasks so you meet your goal....your career!

### Successful Interviewing

**Thurs., Oct 18 from 11-11:50am in MSU 218**

Jobs are WON in interviews; those who interview the best, fare the best. Find out what you must do before, during, and after your interview. Learn what to bring with you, including your questions for the employer. Discover how to eliminate surprises, reduce anxiety, and to analyze your strengths and weaknesses. Give yourself the advantage over the competition!

### Rezumania!!

**Mon. Oct 22 from 10-3:00pm in MSU Lobby**

Be prepared for the fair!! A good resume is essential to your internship or job search and a great tool to market yourself to employers or graduate schools. Stop by our table to have your resume reviewed on-the-spot by experts! No registration is required - come as you are and get your resume reviewed.

### Rezumania!!

**Tues. Oct 23 from 10-3:00pm in MSU Lobby**

Be prepared for the fair!! A good resume is essential to your internship or job search and a great tool to market yourself to employers or graduate schools. Stop by our table to have your resume reviewed on-the-spot by experts! No registration is required - come as you are and get your resume reviewed.

### How to Work a Career Fair

**Tues. Oct 23 from 11-11:30am in MSU 218**

Want to be successful at an upcoming fair? Then you MUST attend this BRIEF orientation session. Find out what it takes to work a job fair with positive results....including what to do before you arrive, when you arrive, how to work your way around the room, and how to prepare your "30 second commercial".

### KU Internship and Job Fair

**Wed. Oct 24 from 12-3:00pm in MSU 218**

This is your opportunity to shake hands and talk with employers. Learn about internships and job openings and get your resume out to employers. Professional attire required.

### Using Social Media in Your Job Search

**Thurs., Oct 25 from 11-11:50am in AF 202**

Identify the new "rules" and take charge of your career! This informative presentation will provide practical advice on how to get the most out of The New Workplace.

### The New Workplace: are you ready?

**Tues. Oct 30 from 11-11:50am in MSU 218**

The Careerealism™ site says they exist "Because every job is temporary." The latest statistics predict that you may not just change employers 5-7 times, but change CAREERS just as many times! How will this affect you, the New Employee as you enter a Job Market that is in a never-ending pattern of change? How about embracing this New Employment Contract? Identify the new "rules" and take charge of your career! This informative presentation will provide practical advice on how to get the most out of The New Workplace.





**SBDC**  
PENNSYLVANIA



**Mr. Ernie Post**  
Director  
post@kutztown.edu  
484-646-4002  
Professional Building 201

The Small Business Development Center at Kutztown University was begun in 1993. The Kutztown University SBDC provides general business consulting services and educational programs to entrepreneurs looking to start or grow a small business in Dauphin, Lancaster, Lebanon, Berks and Chester Counties. The Kutztown University SBDC also offers specialty consulting in the areas of international marketing and government marketing in Dauphin, Lancaster, Lebanon, Berks and Chester Counties as well as York, Adams, Franklin and Cumberland Counties. From helping aspiring entrepreneurs turn ideas into businesses, to helping small firms expand, to providing the information every business person needs to make critical decisions, the SBDC is the resource entrepreneurs in all industry sectors can turn to for help - help that can make the difference between success and failure.

To learn more about the Small Business Development Center, check out the website: <http://www.kutztownsbdc.org>

## College of Business – Fall 2012 Semester Tutor Schedule

<u>Student tutor</u>	<u>Subjects</u>	<u>Location</u>	<u>Days/times</u>
Dan Powell	BUS 120 (Drs. Gen and Dalgin) FIN 350	Lab 29 DF	Monday & Wednesday 8:30- 10:00 am Tuesday & Thursday 9:30-11:30 am Fridays 10:30am – 12 Noon
Ognjen Cvetkovic	ECO 011, ECO 012, BUS 120, FIN 350	Lab 29 DF	Mondays & Fridays 10-11:30 am Tuesday & Thursday 2-4:30 pm
Chase Wright	BUS 171	Lab 29 DF Lab 29 DF	Mondays, Wednesdays and Fridays: 9-10:00 am & 11-12:00pm Other times by appointment; contact <a href="mailto:tutor@kutztown.edu">tutor@kutztown.edu</a>
Casey Utz	BUS 171	Lab 29 DF	Mondays and Wednesdays: 4-5:00 pm Tuesdays and Thursdays: 12:15-1:15pm 12:30pm Other times by appointment; contact <a href="mailto:tutor@kutztown.edu">tutor@kutztown.edu</a>
Dustin Martin	ACC 121, 122, 305	Lab 29 DF	Tuesdays & Thursdays: 9:30 – 11:00 am
Dan Harris	ACC 121, ACC 122	Lab 29 DF	Wednesdays: 12:30-1:30 pm Tuesdays & Thursdays: 2-4:00 pm Other times by appointment; contact <a href="mailto:tutor@kutztown.edu">tutor@kutztown.edu</a>
Pulak Parag	ECO 011 and 012 BUS 171 FIN 350	Lab 29 DF Lab 29 DF	Mondays, Wednesdays and Fridays: 9-10am Mondays: 1-2:00pm; Thursdays 1-3:00pm Tuesdays and Thursdays: 8-10:00 am Other times by appointment; contact: <a href="mailto:tutor@kutztown.edu">tutor@kutztown.edu</a>
Bilawal Suri	ECO 011 & ECO 012 MKT 210 MGM 210		Tuesdays & Thursdays: 12-2:00 pm Fridays 10-11:00 am Other times by appointment; contact <a href="mailto:tutor@kutztown.edu">tutor@kutztown.edu</a>

## Supplemental Instruction

<u>Supplemental Instruction student</u>	<u>Subject</u>	<u>Location</u>	<u>Days/times</u>
Chevon Ocasio	BUS 120 <b>ONLY</b> sections 010, 020, for Dr. Walker Dr. Giambatista, section 410	Lab 29 DF Lab 29 DF Lab 29 DF  Tutor Center - Library 27	Monday & Fridays 10am – 12 noon Thursdays 12-2pm Wednesdays 1-3:00pm  Tuesday 2:00 – 4:00pm at the Tutor Center, Rohrbach Library 27  All others by appointment; contact <a href="mailto:tutor@kutztown.edu">tutor@kutztown.edu</a>

The Tutoring Center, located in Rohrbach Library Room 27, is open. Peer tutoring and math, business, and Praxis/PAPA test labs are offered. Assistance with Supplemental Instruction (SI) and Classroom Helpers is also available. The Tutoring Center is open from 9 a.m. - 4:30 p.m., Monday-Friday.

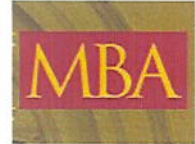


# College of Business BSBA



## Learning Goals

## Masters of Business Administration (MBA)



The mission of the Kutztown University Master of Business Administration program provides a solid foundation for building effective leaders who will excel in diverse business environments. The program requires that each student acquire basic competencies in the foundation course requirements so that each has the basic skills and knowledge essential for any business degree.

The MBA program requires completion of 10 graduate courses (30 graduate credits) including nine required graduate courses and one elective course.

For more information, please refer to the website:

<http://www.kutztown.edu/academics/business/mbaprograms/requirements.asp>

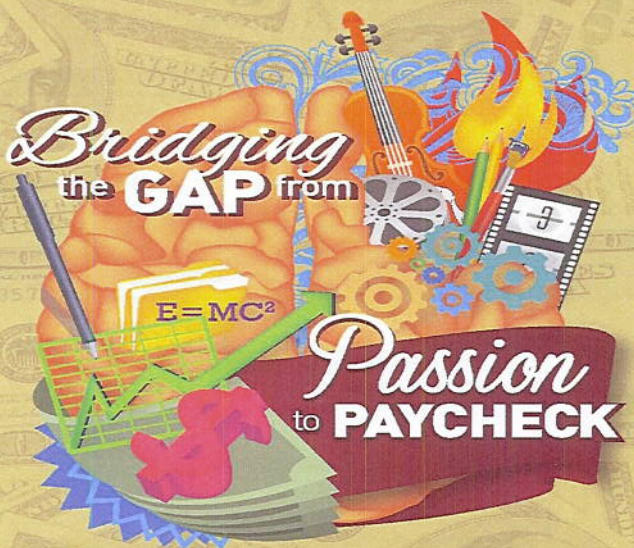
and LIKE the MBA Program on FB at : <http://www.facebook.com/#!/pages/MBA-Program-Kutztown-University/98254287604>

*Mark Your Calendar!*

**The MBA Program will be having an information session on Thursday, November 15th at 4:30pm in MSU 157.**

Please stop by to received information about our MBA program and speak to administration and faculty.

## Got a business idea?



## Enter the Business Plan Competition

Learn how to start your own business and win cash prizes!

**Thursdays at 6 p.m.  
deFrancesco 210**

For more information contact:  
[entrepreneurship@kutztown.edu](mailto:entrepreneurship@kutztown.edu)

**KUTZTOWN**  
UNIVERSITY

**ENTREPRENEURIAL**  
LEADERSHIP CENTER