

Featured Business	1
Department Chairs	2
Dean's Message cont.	3
Sports Management	4
Leadership Grant	5
Clubs	6
Development Center	7
SBDC/Latino SBDC	8
New Computer Lab DF 26	9
Faculty Scholarly Activity	10
Research Workshops	11



**College of Business Featured Business:**

**Valley Preferred Cycling Center  
Formerly Lehigh Valley Velodrome  
Featured Speaker:**

**Marty Nothstein, Executive Director**

Marty is an Olympic Champion, an Olympic Silver medalist, and a three-time world champion in Sprint and Keirin. With an eighteen-year career in bicycle racing coming to a close in 2006, Marty steps down from his role as the greatest track cyclist in the modern American era and into the history books. In the role of Executive Director, Marty is fulfilling his personal and heartfelt obligation to help steer American track cycling and the Valley Preferred Cycling Center back into medal contention.

Marty will talk about internship opportunities at VPCC, his career, and related information.

For more information, visit [www.thevelodrome.com/about-us/internships](http://www.thevelodrome.com/about-us/internships)

**Tuesday, September 18 11:00 am 100 DF**

**College of Business Clubs**

**Accounting Club**

President: Keyon Whiting  
Contact: Prof. Norm Sigmond, DF 230

**American Advertising Federation (AAF)**

President:  
Contact: Dr. Jim Ogden, DF 226

**American Marketing Association Club (AMA)**

President: TBD  
Contact: Dr. J.D. Williams, DF 229

**Financial Management Association**

President: Ognjen Cvetkovic  
Contact the Co-Advisors :  
Dr. Keshav Gupta, DF 209 and  
Dr. John Walker, DF 228

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

President: TBD  
Contact: Dr. Soojin Kim, OM 211

**Students in Free Enterprise (SIFE)**

President: TBD  
Contact the co-advisors: Dr. James Ogden, DF 226  
Advisor: Dr. Roger Hibbs, DF 233B

**Tai Chi Club**

President: TBD  
Advisor: Dr. Duane Crider, OM 210

**Message from the Dean**



Going into 2012-13 the College of Business continues to advance. As the College moves ahead, some of the important recent and ongoing changes are highlighted below.

**FACULTY AND STAFF**

The following faculty members retired or will have retired by mid-September: Jim Windle, marketing (began at KU in 1978); Don Kreps, management (1985); Jill Givler, sport management (1995); and Dave Haas, management (1998). Their service to KU is appreciated and we wish them well.

During 2011-12, Donna Steslow, business law, was promoted to the rank of associate professor and tenured; Lee Weyant, management, was tenured; Paul Sable, marketing, was promoted to the rank of professor; and Dina Hayduk, sport management, was promoted to the rank of assistant professor. Arifeen Daneshyar was on sabbatical leave in 2011-12 and CJ Rhoads, Dave Wagaman, and Elizabeth Rogol will be on sabbatical leaves in 2012-13. Congratulations on these accomplishments.

*Continued on page 3*

# Department Chairs

## Department of Professional Studies Dr. Dan Benson, Acting Chair of Professional Studies

Room 227 deFrancesco  
610-683-4640

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

Office hours: MWF at 11; MW 3-4

Secretary: Mrs. Donna Delong



Dr. Benson teaches courses in Management for both departments of Business Administration and Professional Studies



## Department of Sport Management Dr. Lorri Engstrom, Chair

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

Secretary: Ms. Leslie Scroble

Dr. Engstrom started teaching at Kutztown University in the fall of 1995. She has a passion for teaching, fitness, and leadership topics. Dr. Engstrom is working as Chair for the second year in the Sport Management Department. In the last year the department grew from 357 to almost 500 majors. As the Chair she looks forward to serving her faculty and department to prepare Leisure and Sport Studies majors to be leaders and contributors in the sport industry.

## Dr. Roger Hibbs, 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



Dr. Hibbs teaches courses in both Management and Marketing disciplines. He also served as the Summer Freshman "Connections" Faculty Representative for COB.

## Internships

### Department of Business Administration

The College of Business Internship Program is designed to enhance the students formal academic education by providing an opportunity for the student to test skills and knowledge via exposure to an actual institutional 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 evaluating this learning experience. Internships are graded on a Pass/Fail basis.

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)

Department office RM 233 DF  
610-683-4580

### Department of Sport Management

The Bachelor of Science in Leisure and Sports Studies Curriculum requires SPT 350– Internship in Sport Management to meet degree requirements.

The Sport Management curriculum allows students to become prepared for many opportunities in both sport education and business. This degree is built with a hybrid of sport classes along with business classes allowing students to enter both worlds upon graduation.

For more information about the BS in Leisure and Sports Studies contact the office at 209 Old Main; 610-683-4376

### Career Development Office

Company internship information and job postings are available on College Central Network at

[www.collegecentral.com.kutztown](http://www.collegecentral.com.kutztown)

or by contacting Career Development at  
610-683-4067



***Continued from page 1, Deans message:***

Shawn Riley, management (Ph.D., U. of Illinois), Manash Ray, accounting (Ph.D., Penn State U.), Jeremy Lim, marketing (Ph.D., U. of Florida), and Kerri Cebula, sport management (JD, Marquette U.) were hired on tenure track starting in 2012-13. We look forward to having them onboard.

In staffing, Jen Santangelo in the Dean's Office took a higher rated position elsewhere at KU; Danielle Santos, veteran staffer, took Jen's position in the Dean's Office; and Tammy Wert transferred to the Department of Math. Thanks for work well done.

In the departments, Lorri Engstrom completed her first year as chair of the Department of Sport Management (DSM). DSM's B.S. in Leisure and Sport Studies is the fastest growing major at KU with nearly 500 majors today. Roger Hibbs stepped down as chair of the Department of Business Administration at the end of fall 2011, Keshav Gupta served as chaired in spring and summer 2012, and Roger reassumed the chair position for fall 2012. In fall 2012, Dan Benson will serve as interim department chair for Professional Studies while Elizabeth Rogol is on sabbatical leave.

**SBDC**

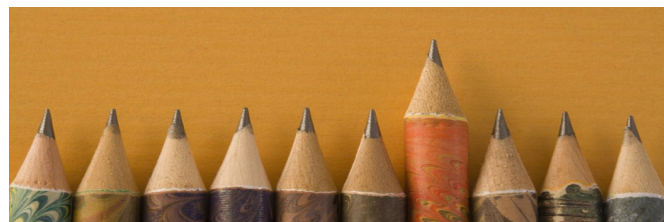
The SBDC continued to serve the region under the leadership of Ernie Post. The SBDC now operates an incubator in downtown Reading in a partnership with the Berks County Community Foundation. Lenin Agudo left the SBDC to take an important position in Mayor Spencer's administration in Reading. The SBDC was instrumental in winning a \$200,000 3-year grant from the state to develop and make self-sustaining an Entrepreneurial Leadership Center (ELC) at KU. The Center is largely aimed at encouraging and assisting students university-wide to start their own businesses. Associate Dean Lewis is the Director and he is assisted by Roger Hibbs in getting the Center launched.

**AACSB**

KU's second annual accreditation progress report was submitted on May 15 and the report was accepted by the Initial Accreditation Committee in July. In 2012-13, KU is expected to close important accreditation gaps in order to be given the AACSB's "the go ahead" into year 4, the self-evaluation year, in carrying-out KU's 5-year Accreditation Plan.

Among the important activities for 2012-13 are continuing to expand and engage the COB Advisory Board, revising the College's Strategic Plan, continuation of work on managing the curricula with needed changes including outcome assessment and improvements, hiring well-qualified dedicated faculty members, and other tasks.

In summary, the College has undergone considerable change and it continues to evolve. As usual, 2012-13 will be a busy year as we strive to improve our service to students, colleagues, businesses, and the Commonwealth.



## DEPARTMENT OF BUSINESS ADMINISTRATION

### Student Information How to Process a Change of Major...

Internal transfers for the **BSBA Business Administration majors** request/inquiries made after the drop/add period will be handled by Dr. Roger Hibbs. Contact the department secretary, Mrs. Donna Delong, room 233 DF or call (610) 683-4580. Group advisement/orientation sessions will take place throughout the semester on the following dates:

- **October 7th at 1:00 p.m. in DF 215**
- **November 4th at 1:00 p.m. in DF 215**
- **November 18th at 1:00 p.m. in DF 215**
- **December 2nd at 1:00 p.m. in DF 215**





## Spring 2012 All-Sports Banquet Award Recipient



More than 500 student athletes attended Wednesday's annual All-Sports banquet where swimmer Stephanie Kearns was chosen as the female Senior Scholar-Athlete. Kearns is a Dean's List student, has a 3.87 GPA, and is majoring in Leisure and Sport Studies. She has made the Dean's List every semester at Kutztown, including four 4.0 semesters. Stephanie stands with Director of Intercollegiate Athletics, Greg Bamberger, and Dr. Cevallos

## Student Research Sport Management



KU Sport Business Institute (KUSBI) team members, Teasia Myers and Nicholas Kuhn, both Leisure & Sport Studies majors presented at the Higher Education Council of Berks County's 13th Annual Conference for Undergraduate Research and Creative Expression: "Examining the relationship between motives and team identification levels."

*Congratulations!*

## Investigating Possibility of Commission on Sport Management Accreditation (COSMA)

**Dr. Athena Yiamouyiannis**, from Ohio University, visited KU on Monday, August 6. She met with the Department of Sport Management, Dr. Lorri Engstrom, Deans Dempsey and Lewis, and Provost Vargas. Dr. Yiamouyiannis will provide a report with recommendations.

**COSMA** accreditation replaced program approval granted by the former Sport Management Program Review Council (SMPRC). All SMPRC-approved programs will be recognized through their date of expiration until and unless they submit for COSMA approval. COSMA's fiscal year begins on July 1 and membership applications are accepted year-round. COSMA is in the process of seeking 501(c)3 status and, once independent, will seek accreditation through the Council for Higher Education Accreditation (CHEA).

## 2012 Homecoming

Saturday, October 13, is the KU Homecoming Event. The Sport Management Department is planning to have a pregame tailgating tent/booth. Anyone is welcome to join them. Details will be announced shortly – view the Kutztown University Foundation website for more details about the KU Homecoming 2012 Schedule.

<http://www.give2ku.org/>





Roger Hibbs, Department of Business Administration, Associate Dean Joe L. Lewis, Scott Schaeffer (SBDC), Peter Hornberger (SBDC), Alyson Shiffer (SBDC), Ernie Post, Director, KU SBDC) Jeff Werner, Grants Director, and Dean William Dempsey.

## On Thursday, March 29 Dean William Dempsey and Associate Dean Joe Lewis met with members of the planning committee for the ELC Grant

Got an innovative idea for a business? Have you ever thought about starting a business?

**If so, you can get started this fall!** The Entrepreneurial Leadership Center here at KU will be sponsoring a business idea/business plan competition. You can participate by yourself or you can start a team! And, if you participate, you are automatically entered into the Pennsylvania State System of Higher Education's business plan competition.

An information session will be held early this fall semester. Workshops will be held evenings so that students will be able to translate their innovative idea into a viable business plan. During the fall, 2011 competition, 362 students participated in this state system competition. Of the 25 finalist made up of students from across the state, KU had 9 finalist. One group of KU students placed 3<sup>rd</sup> overall! Funds were awarded to the top three business plans to be used to actually start a business!

The College of Business in conjunction with the Kutztown University SBDC was awarded a grant to develop an Entrepreneurial Leadership Center (ELC) at Kutztown University. This three year grant is funded by the Pennsylvania State System of Higher Education to promote entrepreneurial opportunity awareness for students and faculty.

The ELC will use a multi-disciplined approach to foster student knowledge of entrepreneurship, creativity, and innovation and to enhance the entrepreneurial culture on campus. The Center's strategy of an across-the-university approach will build on the rich tradition of academic degrees offered by the colleges of visual and performing arts, liberal arts and sciences, business, and education.

One of the major goals of the ELC is to foster and create new academic entrepreneurial leadership courses and collaborative opportunities for University students and faculty through their interactions with each other as well as with entrepreneurs, industry and non-profit leaders in our region. Some of the specific objectives of the grant are to:

- **Develop an entrepreneurship web portal**
- **Provide funds for a business idea and plan competition**
- **Support the Reading Jump Start Incubator through internships**
- **Engage in entrepreneurial curriculum development**
- **Develop Faculty and student consultancy teams**



**Colleen Boland** was selected as a graduate assistant working with **Dr. Joe L. Lewis, Associate Dean** and **Dr. Roger Hibbs, Coordinator for ELC and Chair, Department of Business Administration**. Colleen will be involved in all phases of implementing a campus-wide student business plan competition, including any planning for the PASSHE system-wide competition if held in Spring 2012. She will help with external and internal advertising and coordinate meetings, solicit participation in the business plan competition across campus. Colleen is enrolled in the Masters in Education, ELEM SCH CSLG/LICENS Major.

## Accounting Club

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. Prof. Sigmond is located in office 230 DF or can be reached by email: [sigmond@kutztown.edu](mailto:sigmond@kutztown.edu).

### Officers:

President - Keyon Whiting [kwhit087@live.kutztown.edu](mailto:kwhit087@live.kutztown.edu)

Vice President - Dustin Martin

Secretary - Steven Garcia

Treasurer - Daniel Harris

### Accounting Club

Faculty advisor: Prof. Norm Sigmond, acting advisor, 2012-13 semesters  
(Dave Wagaman, sabbatical 2012-13)

## AIM

*Applied Investment Management*

**Special Program;** Standard & Poors Capital IQ session scheduled for COB on Wednesday August 29, room 27 DF

Dr. John Walker has coordinated with Mr. Howard Bernheim, CFA, CPA, Director, Business Development, S&P Capital IQ/Compustat to provide a training session to faculty in the College of Business from 2-4:00 pm on Aug. 29. The training session will also be provided to the A.I.M. students from 4:30-5:50 p.m. The following students will participate in AIM and are schedule to take the course FIN 375 – Applied Investments with Dr. Walker.

- Alma Arteaga
- Ricardo Bastida
- Abdoulaye Doukara
- Katie Floyd
- William Henderson
- Jesse Kimmel
- Mike Mulders
- Pulak Parag
- Daniel Powell
- Tyler Zimmerman

## Finance Club

### Finance Club officers for 2012/13 academic year:

President: Ognjen Cvetkovic

Vice President: Bilawal Suri

Secretary: Katie Floyd

Treasurer: Taylor Lynch

Faculty supervisors are Dr. Keshav Gupta, room 209 DF and Dr. John Walker, room 228 DF



## Did you know . . . “Passport to Opportunity Program”

**Professor Dave Wagaman, Professor of Accounting**, provided the following information about The Passport to Opportunity Program.

The program is geared toward high school students, not KU students. We have facilitated the program four or five times previously. In 2010 and 2011 over 200 students from local high schools attended. Besides logistics (room reservation, setup, parking issues, etc.), our participation is limited to a greeting, an official from Admissions speaking to them about the application process to Kutztown, and a panel of accounting students that I have moderated. The students talk about life as a college student and the desirability of the accounting major / profession. However, I think it is great PR for KU and we actually do have a few students majoring in accounting who attended one of these programs. The program is being planned for November at Kutztown. For more information about (PICPA) Pennsylvania Institute for Certified Public Accountants visit the website: [www.picpa.org](http://www.picpa.org).

# Welcome Graduate Assistants



**Liangyu Chen -**  
Graduate Assistant for the  
College of Business, enrolled  
in the MBA program.



**Adam Marhefka -**  
Graduate Assistant for the  
College of Business, enrolled  
in the MBA program.

**Liangyu Chen** graduated from Kutztown University in May 2011, BSBA in business with a major in Finance. She served as a graduate assistant in the College of Business during 2011-12 and is returning, fall 2012. Liangyu will graduate in the MBA program in December. As an undergraduate student she served as a tutor in the College of Business and was active in the finance club and volunteer organizations.

**Adam Marhefka** graduated from Kutztown University in May 2012, BSBA in business with a major in Finance and a minor in economics. In his spare time he coaches baseball and assists the Allen Township Youth Association. Adam will schedule courses for the first time in the MBA program, fall 2012.

The graduate assistants will be working with COB faculty and department chairs to assist with research, reports, planning special programs and events.

## Career Development Center Announcements

**Senior Orientation for College of Business** Thu Sep 6 11-11:50 MSU 218

**Writing Your Resume & Cover Letter** Tue Sep 18 11-11:50 MSU 250

**Job Search & Networking** Thu Sep 20 11-11:50 MSU 218

**Career Development Center Open House** Sat Sep 22 10-12:00 Stratton 113

**Successful Interviewing** Tue Sep 25 11-11:50 MSU 218

**Thinking About Graduate School?** Thu Sep 27 11-11:50 MSU 218

**Mock Interview Mania Week** (Pre-registration Required) Sep 24-28 Stratton 113

**Sign-up in the Career Development Center** between 8/29 and 9/19.

**Exploring Careers Through Externships & Job Shadowing** Tue Oct 2 11-11:50 MSU 250

**Career Planning Tips and Updates for Sophomores** Thu Oct 4 11-11:50 MSU 250

**Test Prep for GRE, GMAT, LSAT & MCAT** (Pre-registration Required) Sun Oct 7 2:00 pm or after

*The practice test is taken on your own personal computer. Start time depends on test. Pre-register <http://careers.kutztown.edu>.*

**Finding Internships** Tue Oct 9 11-11:50 MSU 218

For more information contact <http://careers.kutztown.edu>



# KU Small Business Center/Latino Small Business Center



**KU's Latino Business Resource Center and Small Business Development Center celebrated the graduation of 24 entrepreneurs from their eight-week bilingual program entitled "Business Skills for Success for Latino Entrepreneurs" May 10, 2012**

The purpose of the Kutztown University **Latino Business Resource Center** is to utilize the Spanish language to better facilitate the learning process of bilingual Latino entrepreneurs. Delivering business development content in a recognizable format and language that bridges the gap between the demands of the fastest growing business and workforce segment in the Commonwealth with the supply of tools and resources offered by economic development organizations. Allowing the Center to more effectively fulfill its overall mission of growing the economy of Pennsylvania by providing entrepreneurs with the education, information and tools necessary to build successful

## SBDC at Kutztown University

**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 making 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 has a new computer classroom 26 deFrancesco**

### **Room features:**

Swipe Card Access

36 seats (two areas for handicapped – total 38)

White boards on front, back and side walls

Smart podiums – front and back of room

NETOP Vision

- magnification, Windows 7 has built in magnification tools and KU does have Zoomtext installed.

Other software used in College of Business Courses:

TaxCut Business

TaxCut Home Premium

Deduction Pro

CRSP/SIFT

Quickbooks 2012

Expression Web 4

MyITLab

Vision

Dropbox

SkyDrive

SAS

SPSS

Research Insight

ShortCuts to:

S&P Capital IQ (Only accessible from DF-029)

ETS Major Field Test.exe



**Computer room 27 DF will continue to be used for both classes and open lab times for students.**

**Computer room 29 DF will be open to student users from 8:30 am – 9:00 pm Monday through Thursdays and Fridays 9:00 am – 3:00 pm.**



# Faculty Scholarly Activity

## Scholarly Activity from Spring 2012:

### Peer Reviewed Journal Articles

#### **Dr. Okan Akcay, Marketing -**

Response to Color: Literature Review with Cross-Cultural Marketing Perspective, in *International Bulletin of Business Administration*

#### **Dr. Arifeen Daneshyar, Economics -**

Evolution of a Global Perspective: Experiential Learning during an Education Abroad Program, in *Review of Business*

#### **Dr. Robert Derstine, Accounting -**

Simultaneous Presentation of Debit/Credit Entries and Plus/Minus Transaction Worksheet-An Aid to Student Understanding, in *Accounting Instructor's Report*

#### **Dr. Alfredo Esposto, Economics -**

Tort Reform and Caesarean Deliveries, in *Applied Economics Letters*

#### **Professor Thomas Grant, Accounting -**

- Simultaneous Presentation of Debit/Credit Entries and Plus/Minus Transaction Worksheet-An Aid to Student Understanding, in *Accounting Instructor's Report*
- Development of a Measure of Students' Expectations of Advising, in *Research in Higher Education*

#### **Dr. Keshav Gupta, Finance -**

Leadership Lessons for the Business Community: Strategies to Maintain Prosperity during a Recession, in *International Journal of Society Systems Science*

#### **Dr. Eileen Hogan, Management -**

Development of a Measure of Students' Expectations of Advising, in *Research in Higher Education*

#### **Dr. Rajeev Kumar, Business Information Systems-**

An Approach for Optimum Upgrades of Information Systems, in *International Journal of Business and Social Science*

#### **Dr. Therese Maskulka, Marketing -**

- Business Student Ethics: Perception vs. Behavior, in *American Society for Competitiveness Annual Publication*
- Using and Assessing an Experiential Learning Project in a Retail Marketing Course, in *Journal of Instructional Pedagogies*

#### **Dr. Victor Massad, Marketing -**

Using and Assessing an Experiential Learning Project in a Retail Marketing Course, in *Journal of Instructional Pedagogies*

#### **Dr. James Ogden, Marketing -**

The Status of the Egyptian Networked Economy after Facebook Revolution and Recommendations for Improvement, in *World Journal of Social Sciences*

#### **Dr. CJ Rhoads, Business Information**

**systems -** Leadership Lessons for the Business Community: Strategies to Maintain Prosperity during a Recession, in *International Journal of Society Systems Science*

#### **Professor Elizabeth Rogol, Marketing -**

Development of a Measure of Students' Expectations of Advising, in *Research in Higher Education*

#### **Dr. Paul Sable, Marketing -**

Response to Color: Literature Review with Cross-Cultural Marketing Perspective, in *International Bulletin of Business Administration*

#### **Dr. John Walker, Finance -**

Does the Internal Rate of Return Calculation Require a Re-investment Rate Assumption? There is Still No Consensus, in *Pennsylvania Economic Review*

#### **Dr. JD Williams, Marketing -**

- Today's Indispensable B2B Sales Relationship Drivers, in *Review of Management Innovation and Creativity*
- Sales Neophytes Struggle in Today's B2B Business, in *Journal of International Business Management and Research*

## Scholarly Activity from Spring 2012:

### Peer Reviewed Journal Articles

#### **Dr. Okan Akcay, Marketing -**

The Importance of Color in Product Choice Among Young Hispanic, Caucasian, and African-American Groups in the USA, in *International Journal of Business and Social Science*

#### **Dr. Muhammad Dalgin, Economics -**

The Importance of Color in Product Choice Among Young Hispanic, Caucasian, and African-American Groups in the USA, in *International Journal of Business and Social Science*

#### **Dr. Carolyn Gardner, Management -**

An Integral Theory Perspective in the Firm, in *International Journal of Business Insights and Transformation*

#### **Dr. Eileen Hogan, Management -**

Adapting Measure of Organizational Commitment and Withdrawal Cognitions to College Students' Persistence, in *International Academy of Business and Economics*

#### **Dr. Paul Sable, Marketing -**

The Importance of Color in Product Choice Among Young Hispanic, Caucasian, and African-American Groups in the USA, in *International Journal of Business and Social Science*

#### **Dr. Donna Steslow, Business Law -**

Off Duty Employee Fraternization Invades the Office: A Case Study of Dosis Pharmaceuticals, in *North East Journal of Legal Studies*

#### **Dr. Qian Sun, Finance -**

Trading Volume and Overconfidence with Differential Information and Heterogeneous Investors, in *Journal of Behavioral Studies in Business*

## Fall 2012 DBA Monthly Research Workshop Presentation's

**Dr. Mostafa Maksy, Department of Business Administration** is coordinating the workshop presentations. 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.**

-Mostafa M. Maksy, Ph.D., CPA

**The first presentation will be held September 24, 2pm 117 DF .** The presentation title is "A Smart Market of Privacy," to be presented by Dr. Rajeev Kumar., Two other programs are scheduled to be held on:

**The second presentation, October 22, 2pm 117 DF** "Selling Television Commercial Times under Competition: An Equilibrium Analysis" by Professor Qin Geng.

**The third presentation, November 26, 2pm 117 DF** "Factors Associated with Student Performance in the Introductory Finance Course" by Professor Keshav Gupta.





# College of Business BSBA



## Learning Goals

### MASTER 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>

## Short Fall Jokes

Q: What falls in autumn?

A: Leaves!

Q: What did one autumn leaf say to another?

A: I'm falling for you.

Q: Why did summer catch autumn?

A: Because autumn is fall.

Q: Why do the Boston Red Sox fans love autumn?

A: Because watching the leaves fall reminds them of the (Yankees).

Q: How do you fix a broken pumpkin?

A: With a pumpkin patch

Q: What's the ratio of a pumpkin's circumference to its diameter?

A: Pumpkin Pi

Q: What do you give to a pumpkin who is trying to quit smoking?

A: A pumpkin patch!

Q: How does an Elephant get out of a tree?

A: Sits on a leaf and waits till Autumn!

Q: What will fall on the lawn first?

Q: An autumn leaf or a Christmas catalogue?

Q: What is a tree's least favorite month?

A: Sep-timber!



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.**