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College of Business

September 2012

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

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
**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

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

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

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).

Investigating Possibility of Commission on Sport Management Accreditation (COSMA)

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!

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/
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

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 3rd overall! Funds were awarded to the top three business plans to be used to actually start a business!

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.
COB Club Happenings

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.

Officers:
President - Keyon Whiting kwhit087@live.kutztown.edu
Vice President - Dustin Martin
Secretary - Steven Garcia
Treasurer - Daniel Harris

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.

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

For more information contact http://careers.kutztown.edu
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 businesses.

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” on May 10, 2012.

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.
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 -

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 -

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 Reinvestment 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. 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*

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

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!