

THINK WORLD CLASS

VOL. 1, ISSUE 1



**NORTHEASTERN
STATE UNIVERSITY**

March 2016

**College of Business
& Technology
Newsletter**

**CBT Launches Essential
Business Skills Course**

**Updated Graduate
Programs In Place**



NORTHEASTERN
STATE UNIVERSITY

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Upcoming Events

- **Employers @ CBT = 4/13**
- **Battenfield-Carletti = 4/6**
- **Delta Mu Delta Induction Luncheon = 4/18**
- **CBT Research Luncheon = 4/21**
- **Tahlequah Commencement = 5/7**
- **Broken Arrow Commencement = 5/9**



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CBT Launches Essential Business Skills Course

March 2016

The NSU College of Business and Technology is on the cutting edge of educational curriculum offerings with their launch of BADM 4313 Essential Business Skills (EBS). The goal of this course is to increase students' awareness of the types of 'soft skills' that will facilitate and accelerate their post-graduation success. Examples of the topics discussed include communication skills, collaboration skills, leadership skills, business technology applications, professionalism, and work ethic.

To complete the course, students participate in interactive online presentations and view recorded presentations in at least fifteen subjects. The range of topics covered, as well as the interactive and recorded presentations, were developed by an EBS Advisory Board consisting of NSU alumni, business leaders, and professionals. In the future, the amendment of course material and the addition of new presentations will continue to be guided by input from the EBS Advisory Board. Although this course was developed in and is housed in the College of Business and Technology, it has been noted that the student learning objectives compliment the General Education Life Skills objective. Thus, it is anticipated that the student demographic enrolling in this course will draw from both B.B.A. and non-B.B.A. degree seekers. From the outset, support for the course has been forthcoming from NSU Provost, Dr. Mark Arant and the NSU Alumni Center.

The benefits of this type of course to industry (as well as to students) were the focus of a recent article in Forbes magazine, "Business Stands To Gain By Linking Up With Schools" (<http://onforb.es/1YZVKhz>). Rather than envisioning business and education partnerships as mere opportunities for industry to fulfill corporate social responsibility duties, research suggests that these collaborations were viewed as "a vital investment in their (business') future workforce." At NSU, the opportunity to have our alumni share the wisdom of their experience (telling students the things they wish they had known before they started their career), becomes a win-win situation for the students and their future employers. Further information on this course is available from Dr. Ken Jones, (918.444.2945).

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Updated Graduate Programs In Place

March 2016

The Director of Graduate Business Programs, Dr. Sandra Edwards, recently gained approval from the College of Business & Technology Curriculum Committee to institute changes to the MBA program. In the area of admissions, the minimum acceptable score from the admissions formula was lowered from 1050 to 1000. A second change included a reduction in the number of required courses from 10 to 8 (MBA 5343 Managerial Economics and MBA 5923 Capstone Practicum were dropped from the required list). Finally, the 6-hour Elective Emphasis/Masters Research Project has been replaced by a choice of one of the following 12-hour Emphases:

General Management

Managerial Accounting/Finance

Native American Enterprise

These changes are expected to facilitate a better use of faculty resources for the College of Business and Technology and to provide students with a more targeted set of courses for their career pursuits. In addition, the lowering of the total points for admissions will assist good students with a bit lower GPA to become part of our program.

Following a unanimous vote in support of these changes by the CBT Curriculum Committee, approval was secured from the Graduate Council as well as the University Curriculum Committee.

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From The Dean's Office

March 2016

If you go to our website (<https://academics.nsuok.edu/business/technology/CBTHome.aspx>), you'll find the College Vision Statement:

"The College of Business & Technology will be the college of choice for students and employers in the region seeking high quality education, graduates, and professional expertise."

Our faculty and staff take this Vision very seriously and work hard to realize it. I'd like to highlight just a few of the exciting things going on this semester designed to make this vision a reality.

Last November, our accrediting body, the Accreditation Council for Business Schools and Programs (ACBSP) visited campus for our 10-year reaffirmation of accreditation. This semester, we're working on the remaining details to get our reaffirmation completed. The College of Business & Technology was first accredited by ACBSP in 2005.

We're planning three Employers @ CBT events this semester -- February 3, March 2, and April 13. On each of these event days, potential employers come to campus to visit with students and, hopefully, set up interviews for either internships or full-time positions. This semester's employers include Lynnco, Buffalo Wild Wings, ABF Freight, Walgreen's, and JB Hunt. We're looking forward to continuing these events into the fall semester and bringing lots of potential employers to meet our excellent students.

In April, the annual Battenfield-Carletti Distinguished Entrepreneur Lecture will take place. This long-standing lecture series is a joint project of the College and the NSU Alumni Association. The semester's speaker hasn't been finalized yet, but we're pleased that once again, students and teachers from Tulsa Public Schools will be making the trip to Tahlequah to attend the lecture.

Also in April is the spring semester's CBT Research Luncheon. Each semester, the CBT hosts a luncheon at which two or three of our faculty present their current research to their colleagues.

These are just a sampling of the many things always going on in the CBT. We're sending this newsletter to keep you updated on what faculty and staff are doing, but we're also very interested in finding out what you, our alumni and friends, are doing. We're especially eager to be in touch and develop opportunities for collaboration with you, our stakeholders. Email me anytime (colliere@nsuok.edu). It would be great to hear from you!

Thanks for supporting the College of Business & Technology as we work to be your college of choice.



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Faculty/Staff News

March 2016

Faculty/Staff News

Grant Alexander, Assistant Professor (Information Systems and Technology) is the SAP UA Coordinator. SAP University Alliances (UA) provides connections between students, customers, partners, and SAP experts. The SAP UA Program opens the world of SAP to 2300 universities worldwide. NSU has been a member of SAP UA for 8 years; we are currently seeking approval as an SAP Recognition Certificate provider which requires three courses of integrated SAP material in the classroom. Students are provided hands-on experience with SAP in Principles of Information Systems, Introduction to ERP, and ABAP Programming. The courses are designed to provide students with an in-depth understanding of integrated business processes using SAP. The Information Systems and Technology Department is seeking corporate sponsorship to assist with future development of the program.

James Briley, Associate Professor (Accounting and Finance) has co-authored (with Brian Jackson), "The Responsiveness of Share Price to Operating Cash Flow in Modern Corporate Bankruptcies," in *Research in Finance*, Volume 31 (2015), published by Emerald Group Publishing.

Denise Deason-Toyne, Professor (Accounting and Finance) received the Tahlequah Chamber of Commerce's "Heritage Award" for 2015. She is also President of Save the Illinois River, Inc., and a member of the Tahlequah Kiwanis Club and the Tahlequah Area Chamber of Commerce.

Shae Foutch, Associate Professor, Coor. HCA(Business Administration) is co-author of a presentation accepted for *Oklahoma Research Day*, "Health insurance literacy: Needs assessment of Northeastern State University students," (IRB#16-006) NSU, Tahlequah, OK, March 11, 2006 (with M. Aula and M. Tozzio).

Brian Jackson, Associate Professor (Accounting and Finance) has co-authored (with James Briley), "The Responsiveness of Share Price to Operating Cash Flow in Modern Corporate Bankruptcies," in *Research in Finance*, Volume 31 (2015), published by Emerald Group Publishing.

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Faculty/Staff News

March 2016

Faculty/Staff News

Halil Kaya, Associate Professor (Accounting and Finance) has published three articles: “The Determinants of Entrepreneurial Activity in U.S. States,” in the *Journal of Business and Economic Perspectives*, 42(2), Fall/Winter 2015, “The short-term and long-term impacts of the Sarbanes-Oxley Act on independence and compensation of corporate boards of directors,” (with G. Banerjee) in *the Journal of Global Business Issues*, 5(1), and “A Stock Valuation Case: An Application of the ‘Method of Comparables’ for Macy’s Shares,” (with Julia Kwok), forthcoming *International Research Journal of Applied Finance*.

Julia Kwok, Associate Professor (Accounting and Finance) has co-authored an article (with Halil Kaya), “A Stock Valuation Case: An Application of the ‘Method of Comparables’ for Macy’s Shares,” forthcoming *International Research Journal of Applied Finance*.

Ray Murphy, Instructor (Accounting and Finance) made a presentation to the cabinet of the Oklahoma Dept. of Commerce on February 19, 2016. The presentation highlighted how retail business from outside of Oklahoma may view the state using data comprised of population and commerce statistics.

Marcus Olive, Instructor (Business Administration) has a presentation accepted for Oklahoma Research Day, “EMR vs. EHR: Is there really a difference?” NSU, Tahlequah, OK, March 11, 2006.

Mitch Ricketts, Assistant Professor (Information Systems and Technology) has been notified by ASSE’s Editorial Review Board that his article, “Using Stories to Teach Safety: Practical, Research-Based Tips,” published in the May 2015 issue of *Professional Safety*, was voted the third-place winner in ASSE’s annual professional paper awards competition. Recognition of this achievement will be included in an awards presentation during the Society’s House of Delegates meeting in June 2016.

Deborah Stevenson, Professor (Information Systems & Technology) and **Jo Ann Starkweather**, Assoc. Dean, (CBT), Professor (Information Systems & Technology) co-authored a forthcoming article entitled, “An Empirical Study of 142 Factors Associated with IT Project Success: Beyond the Iron Triangle,” in *International Journal of Information Technology and Project Management*

Mark Tozzio, Adjunct Instructor (Business Administration) is co-author of a paper entitled, “Africa’s changing disease patterns: The need to pay more attention and strategies to improve,” in *African Journal of Health Information Systems*, forthcoming, June 2016 (with M. Aula and A. K. Olajumoke). Tozzio also has a presentation accepted for *Oklahoma Research Day*, “Health insurance literacy: Needs assessment of Northeastern State University students,” (IRB#16-006) NSU, Tahlequah, OK, March 11, 2006 (with M. Aula and S. Foutch).

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Student / Alumni News

March 2016

STUDENTS:

Mercy Aula, MS Environmental Health (expected) 2016, is co-author of a paper entitled, “Africa’s changing disease patterns: The need to pay more attention and strategies to improve,” in African Journal of Health Information Systems, forthcoming, June 2016 (with A. K. Olajumoke and M. Tozzio). Ms. Aula also has a presentation accepted for Oklahoma Research Day, “Health insurance literacy: Needs assessment of Northeastern State University students,” (IRB#16-006) NSU, Tahlequah, OK, March 11, 2016 (with S. Foutch and M. Tozzio).

Accounting and Finance Dept. Students are currently partnering with the Volunteer Income Tax Assistance (VITA) Program to provide free tax preparation for individuals who qualify (low-to-moderate income). The VITA Lab on the Broken Arrow campus is open on Mondays and Thursdays from 5:30-7:45 p.m. and on Saturdays from 9 a.m.-12 p.m. in room 118 of the library building.

MAFA Students, Brandi Neilson, Andrew Palmer, and Rachelle Rhodes are pictured below with their CPE Certificates in Ethics received at the Oklahoma Business Ethics Consortium Luncheon. Each semester, Associate Professor Julia Kwok accompanies students interested in an OBEC-sponsored forum devoted to a discussion of the definition of ethical standards and integrity in the workplace.



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Student / Alumni News

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Kathy Hewitt, BBA Accounting and Business Administration, 1974 has been appointed to the inaugural National Advisory Board of Directors for Capella Healthcare. Hewitt, CPA, Board Chair for EASTAR Health System, is managing partner of Kathy Hewitt, CPA, LLP. She was the first woman elected mayor of Muskogee, serving two terms, and recently received the first Women’s Leadership Lifetime Achievement Award from the Greater Muskogee Area Chamber of Commerce for her many years of dedication to the city.

Ross Moyer, BS Environmental Health Safety Management, 2012 was selected as the 2014 Safety Leader of the Year by the Mobile, AL Associated General Contractors. Ross was nominated by the President of his company (White-Spinner Construction) for his ongoing contributions to safety. Among these contributions was the adoption and promotion of the company slogan, “Safety, it’s not just business, it’s personal.” Ross is currently Safety and Compliance Manager at White-Spinner Construction, Mobile, AL.



Brandon Robbins, BS Environmental Health Safety Management, 2005 was selected by the National Safety Council as one of 40 NSC Rising Stars of Safety for 2015. Brandon was recognized for having a passion for the development of HSE professionals and for working diligently with local universities and his own staff to provide opportunities that enable young professionals to succeed in the HSE field. Brandon is currently Health, Safety, and Environmental Manager for the Ross Group, Tulsa, OK.



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Friends of the CBT

March 2016

Note: This column is intended to feature individual and corporate supporters who have demonstrated an interest in the college through the provision of curriculum insights, student internships/employment, and other contributions to the general well-being and growth of the NSU College of Business & Technology.

Mrs. Angela Buchanan, V.P. for Human Resources and Safety



Questions for Angie:

What do you like most about working for Melton Truck lines?

I love Melton Truck Lines because of the hard-working, loyal people and the committed, caring leadership. I really like the fast-paced, challenging business that provides variety and opportunity.

How did your time at NSU help with your career?

NSU prepared me for Melton in many ways. I was extremely active on campus in student government, President's Leadership Class, and a host of other organizations that groomed my leadership and project management skills. In addition, I was fortunate to work for the Office of Student Affairs with Ron Cambiano and Suzanne Myers. They taught me how to accomplish projects through other people, be innovative and pay attention to the details.

Dr. Jim Phillips was the faculty sponsor with the SHRM chapter in 1999. He took the members on a road trip to the professional organization with the intent to teach us to "Network" and find an internship. That's how I landed the summer internship at Express Personnel that landed my permanent position with Melton Truck Lines. 20 years later, I look back and think about how different my road might have been if Dr. Phillips had skipped that trip.

What is your definition of success?

Balance. Success is measured by the depth and quality of my relationships and how much fun I have every day.

What are you most proud to have accomplished in your life?

I have a great husband, job, and family. When everything is so disposable these days, I am really proud of being able to have it all.

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At Melton Truck Lines, we have a Health and Wellness program that has gone viral. Every year, we challenge ourselves in how to make it better. In 2011, we introduced a “Free” nearsite clinic concept for our employees to make VIP primary care convenient and affordable. In 2013, I lobbied to bring an onsite Clinic to our employees. In addition to regular primary care, we offer weight management tools, smoking cessation options, and cancer screenings. Through our biometric screenings, we are identifying risk factors and managing disease in ways that we never could. The interest and participation has just exploded. In 2016, we are expanding our clinic full time, and includes onsite dentistry which is very innovative for our industry. I have examples where our clinic has literally saved lives.

Every time Melton wins another “Best Places to Work” or a Top Workplaces Award, I am proud because of the culture we created.

What has been your greatest challenge in life?

In the great depression of our time – the 2009 time frame, the economy was in shambles and it was influencing our business levels. As a senior leadership team, we worked hard to minimize the stress and impact on the employees. We made smart financial decisions with employees and their families in mind that positioned us well as business returned.

What is the best piece of advice you’ve ever received?

It’s better to be smart than to be right.

Who do you admire as a leader/mentor and why?

I’ve had so many mentors. I seek them out based on the challenges I face. Every great teacher, professor, and boss gave me tools and perspective that helped me be successful. In 1992, at Tulsa Central High School, I participated in a formal mentorship program. The Tulsa County Clerk, Joan Hastings signed up as my mentor. She taught me about life, politics, and grace. I am thankful for her guidance and leadership.

When I was promoted to Vice President of Safety and HR in 2008, I was molded by several mentors at my company – Bob Peterson, Russ Elliott, and several others. In addition, I reached out to the industry experts and was fortunate to be adopted by a few “Safety Professionals of the Year” at a couple of leading trucking companies. Those people are my lifelines today when I have a business challenge.

What do you enjoy doing when you’re not working?

I enjoy reading good books, attending “bootcamp” in Melton’s gym, and traveling. As I get older, my friends have become more important than ever to me. Setting up that support network creates a great balance and really adds spice to life.

What brings you the greatest satisfaction?

I love developing others. When others succeed, I am on top of the world.

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What authors are on your bookshelf?

Jody Picoult, Paula Hawkins, Nicholas Sparks, Gillian Flynn -- I have some other books and journals that make me look more sophisticated, but at the end of the day, I read for fun.

What advice would you give to students working on their education at NSU?

Get Involved! Live on campus! Go to class! Find an internship!

What quote do you live by?

“Integrity is doing the right thing, even when no one is watching.”

— C.S. Lewis

Melton Truck Lines, Inc. has grown from a company consisting of a couple of trucks operating out of Crossett, AR in 1954 to a strong industry leader operating out of Tulsa, OK employing over 1,100 professional drivers, and over 350 staff members.



Today the company continues to convey an attitude and feeling of family while serving customers from coast-to-coast and throughout the Americas. They strive to maintain their competitive advantage through the thoughtful recruitment of personnel, customer service, and safety programs, as well as state-of-the-art equipment and communications techniques.



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