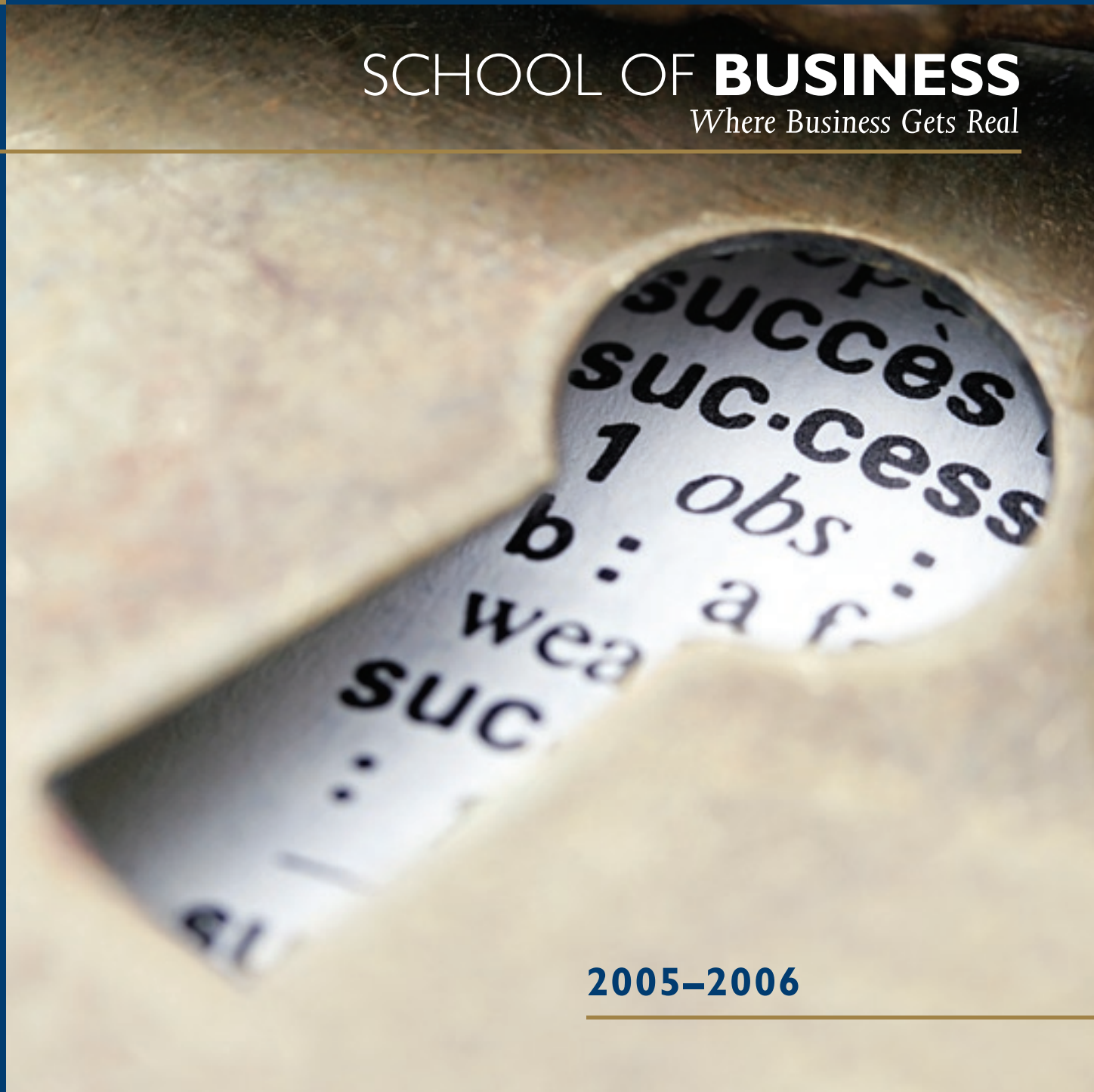


The College of New Jersey

# SCHOOL OF **BUSINESS**

Where Business Gets Real

Year in Review



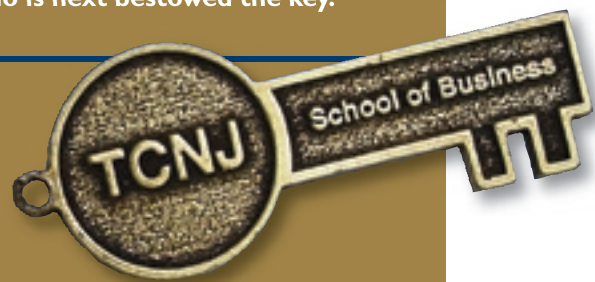
2005–2006



## BEGINNING THE TRADITION

On September 28, 2005, each first-year business student at TCNJ received a ceremonial 'Key to the School of Business,' inducting them into the proud community of learners, and granting them access to the personal and professional knowledge and skills necessary for academic and career success.

Each key has a unique number on it, which will forever connect them to the School of Business and to the student who is next bestowed the key.



The vision of the School of Business is to become a premier undergraduate business school, the first choice of New Jersey students seeking a business education, and the first choice of employers seeking business graduates. Such a vision requires strategic goals in academic programming, connections in the business community, faculty recruitment and development, and continuous improvement and assessment. We are glad to report that this past academic year brought exciting changes and accomplishments reinforcing our vision and mission.

## DEAR FRIENDS



The year began with three new initiatives: the Freshmen Executive Colloquia (FEC), the presentation of School of Business Ceremonial Keys to incoming freshmen, and a Business Scholars Program.

The FEC supports our motto of "Where Business Gets Real." Required for all incoming first-year students, FEC is a semester-long course instructed by CEOs and other senior executives. The inaugural theme, "Life-cycle of a Business" featured executive speakers from banking, healthcare, marketing, sports, and automobile sectors in New Jersey. The opportunity for students to learn from industry practitioners early on in their academic journey helps to build foundation and context for subsequent classroom learning and introduces them to what they can expect in their business career. This year's colloquium debuted with the Freshmen Key Ceremony.

Through the Business Scholars Program, some of our highest achieving students, with SATs of 1400 and above, now have the opportunity to expand their leadership and academic potential. The inaugural class read and reviewed Jim Collins' book, *From Good to Great*, enrolled in honors classes, and visited corporate and finance operations at Bloomberg and the New York Mercantile Exchange. We will continue to develop curricular and co-curricular opportunities to serve the needs of the Business Scholars, including personalized mentoring with alumni and faculty, individualized study options, advanced course work, on-site visits to corporate facilities, and leadership training.

To sustain these initiatives, the Dean's Board of Advisers was reconstituted. The board will help to develop relationships that will strengthen our internships and career opportunities, provide feedback on our academic programs, and assist in bridging the gap between theory and practice. We also recruited a full-time Executive-in-Residence, James Conroy. With over 25 years of Wall Street experience, Jim's academic training and industry experience will be invaluable in shaping our Business Scholars Program, the Freshmen Executive Colloquia, and in working with the board.

Finally, we're welcoming five tenure-track faculty in finance, marketing, and management for the 2006–2007 academic year. We are excited about the upcoming year as we put the finishing touches on the assessment of learning in preparation for our AACSB-accreditation maintenance visit in fall 2007.

Best regards,

Emmanuel I. Osagie, PhD  
Dean



**The National Association of Black Accountants hosted Kwame Jackson, runner-up from the first season of the hit show, "The Apprentice." Kwame's presentation on February 2 helped launch The Lion's Apprentice.**



**Dean Osagie presents the \$1,000 grand prize to Team Trump members David Boudwin and Loren Slack.**

## LION'S APPRENTICE

The Lion's Apprentice Program at TCNJ premiered in the spring of 2006 with six teams, totaling 19 students, competing for the championship title. In keeping with the School of Business' effort to foster an environment *where business gets real*, Dean Osagie formed partnerships with administrative offices on campus as well as local clients from the business community. The competition challenged students to provide viable solutions to real projects within their respective fields.

In addition to the College community, clients came from The Mega Group, Bloomberg, LP, the Mercer Regional Chamber of Commerce, and the Trenton Thunder. Their projects were geared toward identifying students' leadership skills and their abilities to deal with conflict and risk taking, bringing education outside the classroom. Each client presented a reward to the team whose project best satisfied their vision.

Each week, one team was eliminated; those remaining in the competition showed growth throughout their term. The program offered teams the opportunity not only to develop their presentation skills, but to interact with real-world clients, negotiate scheduling conflicts, and respond to last-minute technology short comings. Marcus White '07, who competed with The Consultants said, "These are real-world experiences that a textbook can't teach.... People with so many different majors such as accounting, finance, or even graphic arts can gain so much through something like this." The judges relished the opportunity to present situations that can and do occur in the real world, stressing the necessity of always having a 'Plan B.'

On April 5, Team Trump was proclaimed winner of the premiere season of The Lion's Apprentice. Dean Osagie presented the winning team with the \$1,000 grand prize.

After the overwhelming success of the program, Dean Osagie announced that the School of Business will once again run The Lion's Apprentice program during the fall 2006 semester.

We have been extremely impressed with the students we have hired from TCNJ. Without exception, they all have been of a caliber that continually exceeds our expectations in knowledge, spirit, and maturity. Their ability to successfully implement and incorporate their educational training into real-world practice is unparalleled. We consider ourselves to be extremely fortunate each time one of them joins our firm.

LAURA WEBER-CARNEVALE  
PARTNER  
KLATZKIN & COMPANY, LLP

## BUSINESS STUDENT ADVISORY BOARD

Another of the exciting new initiatives for the 2005–06 academic year was the implementation of the Business Student Advisory Board (BSAB). The BSAB is comprised of leaders from the Student Government Association and six School of Business student organizations, including:

*Delta Sigma Pi • Financial Management Association • Future Business Leaders of America • Institute of Management Accountants Student Chapter • National Association of Black Accountants • Society for Human Resource Management.*

Each month, the BSAB meets with Dean Osagie to discuss student issues and School of Business programming. In its first year, the BSAB provided support for School of Business events and offered suggestions for School of Business practices and policies.







## INTERNATIONAL BUSINESS

Bozena Leven coordinates the International Business specialization which, as of fall 2006, requires all majors to study abroad. This interdisciplinary program integrates the various business disciplines that relate to international trade and investment as well as selected courses offered outside the School of Business. It is designed to provide students with a strong background in international business and an appreciation for diversity of cultures and business environments.

### HERBERT “BUDDY” MAYO, PhD

I grew up in a household in which my father would say: “Work hard; make something of yourself.” His statement was not empty rhetoric. He practiced what he preached.

While my father did not attend high school, he worked hard and made something of himself. Starting as an apprentice plasterer, he evolved into a homebuilder. With the help of my mother, who was the company secretary and treasurer, he developed land and built modest homes for over 40 years.

He was the first president of the Home Builders Association of Richmond and served on the board of the National Association of Home Builders. In the early 1970s, my father retired at the age of 80, and while he ceased building, he enjoyed pointing out houses and duplexes that he had built. He was proud of his accomplishments.

I knew that I was expected to work hard and make something of myself, but I did not have the skills nor inclination to build homes. After college, I went to graduate school and evolved into a college instructor.

While discussing the textbook we were using, a colleague said to me, “You could write a better book.” Developing that first edition took years of hard work, but I eventually found a publisher. Then my editor requested an investment textbook. The College For Financial Planning chose this text as part of its program leading to the CFP designation. That selection led to other adoptions, and today I am working on the ninth edition.

TCNJ students have the capacity to accomplish. Encouraging students to work hard by pushing them and by example is one of my objectives. I may not be able to drive around and identify former students who have done well, but contact with alumni verifies they are achieving and making something of themselves. And like my father, I am proud of that accomplishment.

The college experience  
—classroom and social skills—  
is a necessary foundation for the  
challenges students will face....

Intangibles such as internships,  
study abroad programs, community  
involvement, research assistance,  
and alumni networking can provide  
the ‘edge’ [students] will need to  
meet their definition of success.

JAMES CONROY  
EXECUTIVE-IN-RESIDENCE  
SCHOOL OF BUSINESS

### SCHOLARSHIP RECIPIENT

Annie Phan was a sophomore marketing major at TCNJ when she responded to an e-mail announcement from the Office of Career Services. The LaGrant Foundation (TLF), in partnership with TYCO Healthcare Group, LP, were seeking high-potential students of color in the fields of public relations, advertising, and marketing as interns. Annie participated in the internship program at U.S. Surgical, a TYCO company in Norwalk, CT, during the summer of 2005. Her responsibilities ranged from screening for focus groups to completing a competitive intelligent needs assessment.

In addition to her internship, Annie was one of 10 students to receive the seventh annual scholarship of \$5,000, from TLF.

## FACULTY IN BRIEF

**Pamela Kravitz** and **Alfred Pelham** received the Bright Idea Award for their paper, "Differences Between President's and Sales Manager's Perceptions of the Industry Environment and Firm Strategy in Small Industrial Firms: Relationship to Performance Satisfaction." The award was presented by Seton Hall's Stillman School of Business and the New Jersey Policy Research Organization (NJPRO), the public policy research affiliate of the New Jersey Business and Industry Association (NJBIA).

**Nancy Lasher** and **Jayne Zanglein**, along with School of Business student **Jaimini Desai**, published a chapter in the *New York University Review of Employee Benefits and Executive Compensation* in 2005 entitled, "OECD Principles for Corporate Governance and Implications for U.S. Institutional Investors."



**Dean Osagie presents the BGS Award to Joao Neves, PhD, chair of management, marketing, and general business and adviser to the Beta Gamma Sigma Honor Society, at the 2006 induction ceremony.**

**Bozena Leven**, an Eastern European portfolio managers' consultant for Greenwich Consultants, published two articles in 2005: "New Developments in Poland's Emigration – the EU Factor," in the *Journal of East-West Business*, and "Corruption and Reforms: A Case of Poland's Medical Sector," in *Communist and Post-Communist Studies*.

**Herbert "Buddy" Mayo** published the 1st edition of *Basic Investments* in 2006. The 9th edition of *Basic Finance* and the 8th edition of *Investments—An Introduction* will be published in 2007.

**Gerald Miller's** article, "Trends and Challenges in Governmental Accounting Education," will be published in the Summer 2006 edition of *The Journal of Government Financial Management*.

**Hossein Nouri** and **Subarna Samanta** published "Students' Perceptions of Work in Public Accounting and Employment Preferences" in September 2005 in *Accounting Education: An International Journal*.

**Hossein Nouri** and **Abdus Shahid** recently collaborated on the article, "The Effect of PowerPoint Presentations on Student Learning and Attitudes," which was published in *Global Perspectives on Accounting Education*, Volume 2, 2005.

In 2006, **Alfred Pelham** published: "Sales-Force Involvement in Product Design: The Influence on the Relationships Between Consulting-Oriented Sales Management Programs and Performance," in the *Journal of Marketing Theory and Performance*; and "Do Consulting Oriented Sales Management Programs Impact Sales-Performance and Profit," in the *Journal of Business and Industrial Marketing*.

**Subarna Samanta's** article, "Income Inequality and Economic Growth in Developing Countries: An Empirical Analysis," will be published in the forthcoming *Indian Journal of Economics and Business*, Volume 5, Number 2, 2006.

**Donald Vandegrift** published: "Gender Differences in the Use of High-Variance Strategies in Tournament Competition," in 2005 in the *Journal of Socioeconomics*; "Prescription Drug Expenditures in the U.S.: The Effect of Obesity, Demographics and New Pharmaceutical Products" in 2006 in the *Southern Economic Journal*; and "Incentive Effects and Overcrowding in Tournaments: An Experiment Test" in *Experimental Economics*, also in 2006.

## NATIONAL COLLEGIATE SALES COMPETITION

Professor Alfred Pelham accompanied TCNJ students Chris Civitarese and Jeff Walsh to the National Collegiate Sales Competition held at Kennesaw State University during spring break.

This was the second year that TCNJ competed, and the students had the opportunity to be interviewed by premier Fortune 500 firms such as Cisco, Hilti Corp., and IBM.



## HIGH RANKS IN CAPSIM

**Students in Alfred Pelham's Spring 2006 Marketing Management class earned high ranks in CAPSIM, a national marketing simulation with approximately 2,000 undergraduate and MBA teams.**

**Jill Glathar, Opinion Research Corp., and Ian Swanson, Schering-Plough (below), were among the judges for TCNJ's presentations, naming Team Chester as winner. Team Chester — consisting of Kat Bardash, Andy Llerena, Alex Michalski, Kevin Ryan, and Jeff Walsh — had ranked in the top 15 percent of the 992 teams remaining after eight rounds of the national simulation.**



## HUMANITARIAN AWARD

On February 9, 2006, The Alumni Association presented the Humanitarian Award to U.S. Representative Chris Smith '75. In recognition of TCNJ's Founders' Day, Congressman Smith, representative of the 4th District of New Jersey and an alumnus of the School of Business, was honored for his continuous work in veterans' affairs, human rights, international relations, and healthcare issues. Pictured (above), from left: past Alumni Association President Greg Bellotti '92, retired Professor of Music Robert Parrish '72 (Alumni Citation Award), TCNJ President R. Barbara Gitenstein, U.S. Congressman Chris Smith '75, and longtime TCNJ administrator Ernest Rydell '60 (Distinguished Service Award).

**Arthur Nelson '77**, serves as **US Department of Interior lead for the strategic planning, program management service development, and service delivery of the agency wireless communications program.**

**Capt. Julio Valdivieso '99**, **USMC**, returned from **Operation Iraqi Freedom in February 2006** and is now serving as a defense attorney at Camp Lejeune, NC.



## FINANCIAL MANAGEMENT ASSOCIATION

Each year, the Financial Management Association (FMA) hosts its annual Networking Night at Triumph Brewery in Princeton, NJ. This event offers a valuable chance for nearly 300 students, alumni, professors, and employers to interact within a comfortable environment, helping students to develop and improve networking and professional skills.

This year, sponsoring companies included: Ameriprise Financial • Stalla/Becker Professional Review • Amper, Politziner & Mattia • Deloitte & Touche LLP • Ernest & Young • Johnson & Johnson • KPMG LLP • Morgan Stanley • Northwestern Mutual • PricewaterhouseCoopers • Schering-Plough.

According to FMA, this event has been so successful that many businesses have asked to be included in the next Networking Night scheduled for November 2006.



**Student members of the Financial Management Association visited the New York Stock Exchange in March 2006.**

## ALUMNI CONNECTIONS

One of the newest members of the Board of Advisers for the School of Business, **Rebecca Machinga '92**, was promoted to

shareholder at WithumSmith+ Brown, a regional CPA and consulting firm in Princeton, NJ, in July 2005. Rebecca recently completed 13 years on the Board of Directors of the Institute of Management Accountants, where she served four terms as president of the Princeton chapter. She currently serves as a committee chair for the largest annual fundraiser for the University Medical Center at Princeton and is very active at WS+B running the Women's Leadership Development Group.

She administers the firm's mentoring program and participates in recruiting for the firm. Rebecca is also a member of the American Institute of Certified Public Accountants and the New Jersey Society of Certified Public Accountants.

**Lewis Bivona '78** was recently named senior manager of healthcare services and insurance industry groups at Amper, Politziner & Mattia, an accounting firm in Flemington, NJ. Lewis has worked in the healthcare field for over 25 years.

**Darren Baer '91**, currently serves as first vice president for Mellon Financial Corporation in Philadelphia, PA. At Mellon, Darren has been involved in developing and selling several new products, including the HSA offering, as well as increasing revenue from \$3 million to \$17 million. Darren owns his own airplane and plans to retire by the age of 40.

The Department of Athletics presented marketing major **Tyrone Brewer '91** with the Distinguished Alumni Award for 2005. As the senior global marketing director for Ketek at Aventis Pharmaceuticals, Tyrone led U.S. Professional Marketing for Allegra. This effort resulted in the first billion-dollar product for Aventis, and identified him as an "Early Future Leader." Tyrone currently heads up Marketing and Business Development for The Franklin Group, an inVentiv Health Company.

Join the School of Business Neighborhood in TCNJ's Alumni Online Community at: [www.tcnj.edu/~alumni](http://www.tcnj.edu/~alumni).



## BOARD OF ADVISERS

The dean's Board of Advisers (BOA) is dedicated to supporting the vision, values, and mission of the School of Business by assisting the dean with strategic planning, positioning, fundraising, resource development, and special projects. It also is dedicated to enhancing students' prospects for success in the global business environment.

BOA members are an elite group of prominent business leaders (some of whom are TCNJ alumni) who volunteer their time and resources to promote the School of Business to business, nonprofit, and government leaders in New Jersey and the nation.

**VIRGINIA S. BAUER**  
Chief Executive Officer  
and Secretary  
New Jersey Commerce  
Economic Growth &  
Tourism Commission  
Trenton, NJ

**DONALD BEST '78**  
Senior Vice President  
Worldwide Sales, Marketing, and  
Product Management  
IDC Research, Inc.  
Framingham, MA

**REX CORLETT**  
Executive Director  
Educational Testing Services  
International Division  
Princeton, NJ

**JULES C. FRANKEL**  
Shareholder and Partner  
Wilkin & Guttenplan, PC  
East Brunswick, NJ

**STEVEN HILL**  
Financial Controller  
Tibotec Therapeutics  
Ortho Biotech Products, LP  
Bridgewater, NJ

**CRAIG W. HOWIE**  
Vice President of  
Financial Services  
American Re-Insurance Company  
Princeton, NJ

**MARK IORIO '79**  
President and  
Chief Executive Officer  
The Mega Group  
Robbinsville, NJ

**GREGORY KUBIKOWSKI, CPA**  
Partner  
PricewaterhouseCoopers  
Florham Park, NJ

**REBECCA MACHINGA, CPA '92**  
Shareholder  
WithumSmith+Brown, PC  
Princeton, NJ

**JEANNE NAGLAK**  
Financial Consultant  
AXA Advisors, LLC  
Woodbridge, NJ

**LUIS PEREZ '86**  
Managing Director  
Modell Ventures  
Baltimore, MD

**MICHAEL A. RAMBERT, ESQ.**  
Counsel  
Parker McCay  
Attorneys at Law  
Marlton, NJ

**DAVID A. STRYKER**  
Assistant Treasurer  
Risk Management  
Bristol-Myers Squibb Company  
Princeton, NJ

**JOHN S. WATTS**  
Senior Vice President  
and Global Managing Director  
Value-Based Marketing  
and Decision Science  
Opinion Research Corporation  
Princeton, NJ and Chicago, IL

The caliber of the accounting program at TCNJ and the quality of its students makes it a pleasure to recruit at the College.

We have TCNJ alumni at all levels of our firm, from interns to partners, and continue to seek highly qualified candidates from the school. TCNJ is one of our top priority schools for recruiting in the area.

DUSTIN OPATOSKY '01  
ERNST & YOUNG, LLP TAX SERVICES  
METRO NY



## 2006 COMMENCEMENT

The guest speaker for the 2006 School of Business Commencement was Mark Iorio '79. In addition to serving as chair of the Dean's Board of Advisers for the School of Business, Mark is a member of the New Jersey Communications Advertising and Marketing Association, and the Mercer Regional Chamber of Commerce. He also serves on the Hopewell Township Committee. In 1998, Mark's marketing firm, The Mega Group, was selected by NJ Business News as one of the top 40 fastest-growing private companies in New Jersey. He is a former president of the Trenton Rotary Club and former deputy governor for Rotary district 7510. Mark also serves on the Board of Directors of the Greater Princeton Youth Orchestra.





## The College of New Jersey

For more information, please contact the  
School of Business

Business Building 114 • PO Box 7718  
2000 Pennington Rd. • Ewing, NJ 08628-0718  
609.771.3064 • [business@tcnj.edu](mailto:business@tcnj.edu)