



HIGHLIGHTS

School of Business
The University of North Carolina at Pembroke



Volume 1, Issue 3

December 3, 2007

Inside this issue:

Drs. Menefee and Calabrese at the Helm of UNCP's Entrepreneurship Center 2

UNCP School of Business Assessment Meeting 3

School of Business-Faculty 2007 Accomplishments 4

UNCP School of Business Advisory Panel Renamed Leadership Council 5

Dean's Corner 6

Accounting and Information Technology Department Hosts Student/Alumni Event



On Saturday, October 27 the Accounting and Information Technology faculty gathered with alumni, current majors, their guests and families for a pre-game cookout before the final home football game of the 2007 season. The cookout took place on the front lawn of Business Administration Building. Attendees enjoyed renewing old and making new acquaintances, bocce ball, and a tasty lunch. Following the

cookout, the festivities moved to the Lumbee Guaranty Bank Field where the group enjoyed a crisp fall afternoon watching the Braves defeat Faulkner, 43-22!

Dr. Craig Shoulders, Chairman – Accounting and Information Technology said, “We particularly appreciate the alumni—including current UNCP Board member, Alan Thompson (Class of '85)- who came back to join us, their interest in our current students, and the opportunity to learn about our alumni’s families and careers. We would love to hear from all of our alumni; learn how they are doing; and see if there are ways we can benefit each other.” Skip Lovette, (Class of '91) wrote to the faculty following the event, “Thank you for inviting me back to campus for the accounting department’s Alumni-student mixer and for the ticket to the football game!! It was exciting to see and experience the growth that I hope will continue at UNCP. As a proud graduate of UNCP, I know first hand the value of an accounting degree from UNCP. The success I enjoy today is due in great part to the time I spent at UNCP and my decision to be an accounting major.”

The Accounting and IT faculty hope to make this an annual event. The 2008 football schedule has not been released but we tentatively plan to have another pre-game cookout and attend the last home game of the 2008 season. Accounting/IT alumni and majors, please mark your calendars and join us next fall. So that we may keep you informed of future events, please send your current e-mail address and any other news to Ollie.Bishop@uncp.edu.

Drs. Menefee and Calabrese at the Helm of UNCP's Entrepreneurship Center



The new Thomas Family Distinguished Professor of Entrepreneurship at The University of North Carolina at Pembroke was the University's William H. Belk Distinguished Professor from 1990-94.

Dr. Menefee returns to UNCP from a distinguished 13-year career at Purdue University where he was an Allen C. Peterson Faculty Fellow and a Burton D. Morgan Fellow at the Center for Entrepreneurship in the university's Discovery Park.

At UNCP, Dr. Menefee will lead several entrepreneurship programs. That too will be a familiar role because in the early 1990s, he played a role in the birth of UNCP's Regional Center for Economic, Community and Professional Development.

Dr. Menefee will help start-up the Thomas Family Center for Entrepreneurship. He will also help plan new undergraduate programs in entrepreneurship.

"Mike Menefee is the perfect person to fill this important role for the University and region," Dr. Dent said. "He is a top-notch scholar with tremendous expertise in entrepreneurship.

"He is also very familiar with our region and already has a network of connections that will accelerate what the Thomas Center can do to help organizations in the region," he said.

Dr. Menefee is familiar with the region's economy having performed development work in several municipalities and counties.

"This University has helped the region in many ways and is in a position to do even more with programs in entrepreneurship," he said. "While the University raises the skill level of entrepreneurs, the Thomas Family Center will stimulate entrepreneurship through assistance to start-ups and existing small businesses.

With a Bachelor of Science degree in management from Northern Illinois University, Dr. Menefee earned a Master of Science degree in civil engineering and management and a Ph.D. in administrative science from Purdue University.



Dr. Carmen Calabrese became the executive director of the Thomas Family Center for Entrepreneurship at The University of North Carolina at Pembroke on November 1.

Dr. Calabrese, a faculty member in the School of Business and director of the Master of Business Administration (MBA) program, will continue teaching duties in small business management and entrepreneurship. At the Entrepreneurship Center he will reach out to assist new and developing small businesses.

"This is a marvelous opportunity for me to continue assisting in the development of entrepreneurship on both the academic and real world sides," Dr. Calabrese said. "We will bring to bear the resources of the University, its graduate and undergraduate students and agencies, such as UNCP's Regional Center and Small Business and Technology Development Center (SBTDC), for the economic development of the region."

Dr. Eric Dent, dean of the School of Business, said "Mr. Thomas's second generous gift allows the Thomas Center to have a greater ability to impact entrepreneurship in this region. I am very excited about what will happen with two accomplished professionals such as Drs. Calabrese and Menefee working to foster entrepreneurship."

Dr. Calabrese has a Ph.D. in engineering and lengthy experience in business start-ups and international business. He implemented UNCP's first full-time MBA program and instituted hands-on training programs for students in small business development.

"What I will be doing at the Thomas Center is an extension of what we have been doing in the MBA program," Dr. Calabrese said. "The Entrepreneurship Center will be a resource for the University's academic programs in entrepreneurship and small business management."

Ultimately, Dr. Calabrese will create a business incubator to support the success and growth of new businesses.

"The Thomas Family Entrepreneurship Center will take the University to the forefront of the development of business resources," he said. "The potential is here, and our role is to help develop it."

(excerpts from the University Newswire, Nov 2nd and Oct 3rd)

Graduating Seniors Meet in First School of Business Assessment Meeting



Dr. William "Rick"
Crandall,



Ms. Cammie
Hunt-Oxendine,



Dr. Christopher
Ziemnowicz,

The School's first Business Assessment Meeting for graduating seniors was conducted by Dr. William "Rick" Crandall, Director of AACSB, Ms Cammie Hunt-Oxendine, Assistant Dean, and Dr. Christopher Ziemnowicz, Chair of Management, Marketing, and International Business Department.

On Tuesday, October 30, 2007, a group of business students met for the School's first Assessment Meeting for Graduating Seniors. The purpose of the meeting was to assess the student's competency in analyzing a case about business ethics. "Business ethics is a key area of concern among top management", remarked William "Rick" Crandall, Professor of Management and Director of AACSB Accreditation. "The School of Business is placing a top priority on students having knowledge in the area of business ethics, legal issues, and social responsibility. In fact, it is one of our Program Learning Goals."

Students were required to read a case involving the Beech-Nut Corporation, a company that once ran into an ethical dilemma when it was falsely advertising its apple juice as "100% pure", when in fact, very little of its product was apple juice. After reading the case, the seniors were asked questions to determine their ability to identify the key problems, stakeholders, alternatives that could be taken, and strategies that would have been feasible. Their responses were written and will be reviewed by the School's Assessment Committee.

After the ethics case was completed, students took a break and ate pizza with Cammie Hunt-Oxendine, Assistant Dean, Dr. Chris Ziemnowicz, Chair of the Management, Marketing, and International Business Department, and Dr. Crandall. While they were eating and relaxing, the students were led through an exit survey the School will be using in the future. The survey asked students to relate their degree of competency in key business skills.

Those students participating in this year's first Assessment Meeting were **Krista Collins, Jesse Dobbin, III, Robbin Freeman, Kenneth Morgret, Lori Parks, Jose Sanchez, Sinn Sibbett, Anke Turner, and Jazlyn Williams.**

Dr. Mahour Mellat-Parast's Professional Accomplishments



Dr. Mahour Mellat-Parast

Peer Reviewed Journal Publication

- ◆ Mellat-Parast, M., Adams, S.G., and Jones, E.C. (2007) An empirical study of quality management practices in the petroleum industry (Production Planning and Control)- (In Press)
- ◆ Mellat Parast, M., Jones E.C. and Adams, S.G. (2007) A relationship between Six Sigma and Malcolm Baldrige quality award, 40 (9) (Quality Progress) - (In Press)

Drs. Joseph Lakatos and Stephen Bukowy published in November 2007



Dr. Joseph Lakatos and Dr. Stephen Bukowy, Department of Accounting and Information Technology, co-authored a legal case and teaching note published by Babson College Case Publishing in November 2007. "Corporate Responsibility Amidst Financial Distress" explores the conflicting interests of corporate and debt

and equity stakeholders while faced with high levels of debt. This case study is designed to give students an appreciation for the dilemmas corporate management may encounter as the company's ability to service its debt obligations diminishes rapidly and the duties of care that they should follow along the way. The plight of a debt burdened company is examined while emphasizing the strategic alternatives that were available to management to help the company succeed. The case provokes extensive discussions in finance and law courses.

UNC Pembroke's William "Stewart" Thomas Receives Ph.D.



Dr. William "Stewart" Thomas

Mr. Stewart Thomas, a professor at The University of North Carolina at Pembroke, can now be called "doctor."

After successfully defending his dissertation on September 13, 2007, Mr. Thomas received his doctorate from Cappella University in *Organization and Management* with specialization in Information Technology Management.

The native of Maxton is in his seventh year teaching in the Accounting and Information Technology Department in UNCP's School of Business

Dr. Thomas is also a certified public accountant and a certified information technology professional. After three years in private accounting practice, he went to work for Craftsman Homes at the Laurinburg-Maxton Airbase and then worked for Eaton Corporation and Arvin Meritor, two very large global companies.

School of Business Dean's Advisory Panel has been renamed "Leadership Council"

The School of Business Dean's Leadership Council, recently renamed from the Advisory Panel was hosted at Greenstate Landscaping by Council member Keith Taylor on November 15th. Dr. Stewart Thomas joined Dean Dent in a discussion with the Council about the information technology expectations that employers have of business graduates. The Council typically meets twice per year and consists of the following members:

Nick Arena, Vice President and General Manager, Acme Electric

La-Tasha L. Best-Gaddy, NC Institute of Minority Economic Dev.

Jimmy Bethea, Chief Lending Officer, Merchants Commercial Bank

Larry Chavis, President/CEO, Lumbee Guaranty Bank

Rainer Gil, Director, Physician Practices, SRMC

James Gore, Senior Vice President, BB&T

Oz Hamzah, General Manager, Highland Country Club

Cassandra Hill, Director of Operations, Comfort Suites Inn

Molly Meadowcroft, Human Resources Manager, Dupont Corp.

Don Metzger, CEO, Construction Systems, Inc. (retired)

David A. Parcher, Campbell Soup Supply Co.

Keith Taylor, CEO, Greenstate Landscaping

Wendell Troy, CIO, Schoollink

Tom Thigpen, Vice President, IBM Corp. (retired)

Bob Winfree, Staffing Alliance

Kevin Wright, Program Director, IBM Corp.

SCHOOL OF BUSINESS
THE UNIVERSITY OF NORTH CAROLINA AT PEMBROKE

Highlights



One University Drive
P.O. Box 1510
Pembroke, NC 28372-1510

Phone: 910-521-6214
Fax: 910-521-6750
E-mail: business@uncp.edu

WE'RE ON THE WEB!

WWW.UNCP.EDU/BUSINESS

Mission Statement

The School of Business strives to provide a contemporary business education by qualified faculty to a diverse student population in an environment that promotes critical thinking and values intellectual curiosity.

Core Values

- ◆ Faculty members contribute to a balanced and contemporary program of teaching, eclectic research, and service
- ◆ In keeping with our historical roots, an emphasis is placed on undergraduate education, small business, Native American students, and southeastern North Carolina.
- ◆ We value small classes and faculty accessibility in a state of the art learning environment.
- ◆ We value honesty, integrity, and ethical behavior.

Highlights is a publication of the School of Business

Questions, please call extension 6214, or e-mail business@uncp.edu.

Dean's Corner

As we approach year-end, we are feverishly working on our first annual report about our accreditation plan with AACSB, the specialized accreditor for business programs. We have had some extremely good news this fall. Our accreditation plan, which was approved in the spring, was deemed to be of such good quality that the leadership of AACSB has asked if they can feature our plan on their website as an exemplar for others to follow. This is a great testament to the hard work our faculty have put into this accreditation process, and specifically to Dr. Rick Crandall, our Director of AACSB accreditation.

Two key elements of this accreditation are assurance of learning by students

and ongoing learning by faculty. For the former, we are developing continuous improvement cycles to assess very specifically what students have learned, identify gaps, and attempt new strategies to close the gaps. For the latter, faculty must stay abreast of the constant changes in their disciplines by developing current scholarship that adds to the body of peer-reviewed knowledge in their fields. Both of these initiatives, and others in the accreditation process, will ensure that UNCP students get the best possible education they can.

My thanks to our staff and faculty who have worked extremely hard this fall semester. We look forward to the spring semester with great anticipation.



***Dr. Eric B. Dent,
Dean, School of Business***