Preparing and Empowering Students for Success

LEARN
Business Students Learn Golf - The Game of Business

LEAD
Executives Inspire Students to Become Leaders

INNOVATE
Alert O² - Students Compete in OFC Venture Challenge
Message from the Dean’s Office

The Business Programs in the College of Business and Applied Professional Sciences invite you to join us on our journey to fulfill our vision to be known as “the best value in the Southeast” through our quality programs, students and faculty.

Students are our greatest asset. To that end, we have set the course and developed a roadmap to prepare and empower our students for success. Our goal is to create an enriching learning environment, which emphasizes leadership and innovative thinking. This is accomplished through an innovative and relevant curriculum, which includes a leadership and professional development program, a diverse and quality faculty, and an array of activities for students to engage in leadership and entrepreneurial experiences. As a result, our graduates are quite competitive and are thus capable of functioning in a global and diverse setting. We have produced quality graduates who hold key positions in all aspects of society to include certified public accountants, investment bankers, corporate and bank executives, government administrators, lawyers, politicians, entrepreneurs, college professors, and military officers among others.

A newly approved strategic plan sets the direction of our journey for the next five years with a focus of achieving four strategic goals as follows:

- Recruit and retain quality students; produce productive and quality graduates
- Plan, develop and deliver quality management education programs in relation to our peer institutions
- Recruit, develop and retain quality faculty
- Pursue alliances and partnerships to strengthen relations with the community, alumni and other stakeholders

The stamp of approval for excellence in management education is accreditation by the Association to Advance Collegiate Schools of Business – AACSB-International. This stamp of approval from the premier accrediting body demonstrates the high quality of faculty, programs, and students in the Business Program at S C State University.

Going forward, our slogan is **Learn. Lead. Innovate.** Our curricula, programs and activities will focus on enhancing student learning, developing leadership skills and creating innovative thinkers. Support from alumni and friends will be necessary to help us provide the resources necessary to continue this journey, so we ask you to become involved and support the students who are our future business leaders. Support the **INSPIRE** Campaign!

Barbara L. Adams
Dean
The College of Business & Applied Professional Sciences Business Program is accredited by AACSB – International, the premier business accrediting body that represents the benchmark for quality in management education. Fewer than 5% worldwide have earned this distinguished hallmark of excellence in management education. SC State’s College of Business is one of only eleven AACSB accredited business schools in South Carolina and the only HBCU. It is also one of only twenty-one HBCUs nationally accredited by AACSB-International.

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Business Students Learn the Techniques of Golf – The Game of Business
Learning takes place in many forms and does not always have to be in a classroom. As such, the business curriculum continues to evolve to incorporate activities and experiences to prepare students for success in the world of business. Sometimes this means going beyond the classroom.

So what does golf have to do with business? Golf is not just a sport; it is considered the game of business and can be a tool to develop or enhance personal and professional relationships that may have an impact on one’s career. This was the basis for providing an opportunity for business students to participate in golf clinics during the year as an activity in the Leadership and Professional Development (LAPD) Program, which incorporate activities on a continuous basis to prepare students for success.

During the past year, more than 50 students learned basic techniques of golfing and the rules of etiquettes when doing business on the golf course. In the Fall, students participated in a golf clinic at the Country Club of Orangeburg and learned from the golf pro, Tony Green from Innisbrook, Florida. In the Spring, they participated in a golf clinic at the Fort Jackson Golf Club and learned from John Rosenthal, a golf enthusiast and former vice president of research and economic development. Rosenthal indicated, it’s not just about being able to play the game; how you play the game says more about you as a person and how you will conduct business. Some tips provided included showing respect, knowing when to play, keeping up the pace of the game, having proper equipment, and not drinking or talking loud, among others.

“This was a great experience for us and should be continued said, Maya Haynes, an Agribusiness major.
“Stay Alert – Stay Alive” is the pitch for ALERT O², an innovative product concept developed by a team of four MBA students. The product concept was presented at the 2013 Opportunity Funding Corporation (OFC) Venture Challenge in Atlanta, GA on April 19 -21, 2013. Although Team SCSU did not win, they had a great experience and the opportunity to network with major corporations such as Microsoft, Dell, Wal-Mart, Sam’s Club, ADP, UPS, Owens Corning and others. Internship and employment opportunities were available.

Team SCSU consisted of Zachary Thomas, Andre Green, Sandra Chisolm, and Eric Uwimana. They developed a company to bring to market, ALERT O², which is an oxygen filtration device to be installed in automobiles to prevent drowsy driving by keeping drivers alert while driving long distances. Drowsy driving causes more than 600,000 accidents each year and thousands of deaths. ALERT O² was identified as a product to meet this need and initiate a movement in the automotive industry.
Dr. Michael Brizek and Dr. Barbara Adams, advisors for the team, indicate the OFC Innovation and Entrepreneurship Program was a good learning experience for students. In addition to the business plan competition, the three-day program consisted of an innovation and entrepreneurship seminar and a National Policy Forum on Innovation & Minority Entrepreneurship. “Our students did really well. I am excited about working with students next year for this competition now that we know what to expect,” says Brizek.

The Opportunity Funding Corporation (OFC) is a Section 501 (c) (e) not-for-profit corporation, which was created in 1970 to facilitate the ownership of for-profit business entities by minorities and other disadvantaged persons.

As a result of this experience, a Bulldog Business Innovation Engineering pilot program will be implemented during the 2013-14 academic year. The focus of the program will be to teach students to be creative and innovative thinkers using a systematic approach to innovation. Students will learn to create, communicate and commercialize their unique ideas. The initial pilot will be a collaborative effort between the business and engineering programs, but will expand to include other majors in the College of Business & Applied Professional Sciences after the first year. “Our goal is to create the next generation of innovators at SC State,” says Dr. Adams. This training will be valuable regardless of whether students decide to become entrepreneurs or work within an organization.
The Leadership and Professional Development (LAPD) Program at SC State University is an innovative curriculum to enhance and supplement the academic experience of students. Using multi-levels of leadership and accountability training, the program consists of a series of modules taught in three levels of leadership and professional development courses, an experiential learning requirement, leadership development activities and an Executive Speaker Series.

Each week, students participate in a roundtable discussion and attend a lecture on real world experiences from government, community and corporate leaders. The lectures are designed to motivate and inspire students to become leaders.

“Although all business graduates may not become leaders, they all should have basic skill competencies and be capable of functioning in a global and diverse environment,” says Dr. Ann Winstead, LAPD Coordinator. Leadership development is therefore, an intricate component of the business curriculum.

The 2012-13 Executive Speaker Series included Lt. Gen. Vincent K. Brooks, a renowned government leader, who was the U.S. Army spokesman during the 2003 invasion of Iraq. He spoke on “Leading and Leadership in a Global Society.” Brooks began his conversation with students by pointing out four essential traits of leaders. The first is preparation; the second is awareness of one’s surroundings and circumstances; the third trait is humility, which is looking at success as a team accomplishment and a steppingstone to future challenges; and the fourth trait is courage, “the willingness to go forward into the unknown, coupled with the will to keep going when you’re afraid.”

When asked if he believed leaders are born or made, Brooks said “some people are born with more leadership traits than others but there’s more leadership in each of us than we think.” His advice was to believe in yourself, take advantage of opportunities, develop your skills and make yourself a leader. He concluded by saying, in business, as in the military, boldness and risk-taking are necessary.

Throughout the year, students hear similar messages from corporate executives from companies such as Boeing, Dell, Wal-Mart, Morgan Stanley Smith Barney, ARAMARK, BellSouth, Monsanto, Grice Inc., Lockheed Martin, SCANA and others.
Financial Literacy has become a widespread topic across the nation now as the cost of obtaining a college degree goes up. Students are incurring an increasing amount of debt to pay for their education, but many are borrowing more than they actually need. In addition, many have several credit cards and do not know how to budget their finances. It is now estimated that the average student will graduate with more than $28,000 in debt.

The Financial Literacy Series was launched in the Spring 2013 semester to educate students about budgeting and taking control of personal finances and to provide them with the tools necessary to achieve financial health and economic independence.

Participants learn about various personal finance topics including credit cards, insurance, budgeting, saving, investment, identity theft and protection, estate planning, retirement, as well as how to avoid financial pitfalls and make wise decisions with their money. “It is our goal to help put individuals on the path to financial independence before they graduate,” says Dr. Guohua Ma, the program coordinator.

The Series brings together academics, practitioners, and other experts to engage students in discussion about key financial literacy issues. Eight seminars are held each academic year.
Since 1972, SC State’s Business Program has celebrated an annual Business Week. The week is designed to bring the academic and business communities together by engaging students in various activities and topics that have an impact on both their professional and personal lives. It is also a time to recognize the accomplishments of students. This year’s theme was: **Empowering the Community Through Economic Development.**

Business Week embodies the mission of the Business Program to prepare graduates to compete in a competitive and diverse workplace. The following activities were scheduled for Business Week 2013:

**Monday, March 25, 2013**  
**Kick-off session:**  
Greg Robinson, executive director, Orangeburg County Economic Development Commission  
Topic: “The State of Economic Development in Orangeburg County”

**Panel Discussion**  
**Infrastructure/Regulation Issues** – Dr. Harry Miley, president, Miley and Associates and visiting professor, SC State University  
**Financing Issues** – Mr. Hugh Workman, asset manager, Solace Financial, LLC,  
**Environmental Concerns** – Dr. Adrienne Cooper, associate vice president, Research and Economic development, SC State University

**Tuesday, March 26, 2013**  
**Business Community Luncheon**  
Keynote Speaker: Dr. Harry Miley, president, Miley and Associates and visiting professor, SC State University  
Topic: “South Carolina Economies”

**Financial Literacy Seminar**  
Speaker: Mr. Adolphus Johnson, president, New America, Inc.  
Topic: “Path to Financial Independence”

**Wednesday, March 27, 2013**  
**Executive Speaker Series**  
Mr. Robert Barnett, associate vice president, Workforce, Education, and Manufacturing Policy, South Carolina Chamber of Commerce  
Topic: “The Role of Business and Government in Workforce Readiness”

**Thursday, March 28, 2013**  
**International Day**  
“Taste of the World” International Food Sampling  
International Student Forum/Brain Bowl Activity

**Awards Dinner**  
Speaker: Karen R. Jenkins, president and chief executive officer of KRJ Consulting  
Topic: “Financial Empowerment for Business Success-How to Get There from Here”
Two years ago, three students from Burundi embarked on the campus of South Carolina State University in pursuit of an MBA degree in agribusiness. They were away from home for the first time in a foreign setting and had some problems with the language, but they have prevailed. Eric Uwimana, Desiree Hakizimana, and Emmanuel Bizimana are exchange students under a partnership agreement between South Carolina State University and Ngozi University in Burundi. On May 10, 2013, they received their MBA degree with distinction and returned to Burundi to educate others to help solve farming problems in the poverty stricken area.

The partnership between South Carolina State and Ngozi University is the result of a project funded by USAID and Higher Education for Development with Dr. David Karemera, professor of economics and agribusiness at SC State’s College of Business, as the principal investigator. The scope of the project include: (1) boosting the internationalization efforts at SC State; (2) developing an innovative agribusiness program at Ngozi University to help students gain practical knowledge and build careers in agribusiness, and (3) conducting experimental research with seeds and crops (rice, fruit and vegetables) to determine which crops will increase farm efficiency productivity in Burundi.

Although the SC State/Ngozi project ended in May, Eric, Desiree and Emmanuel have the tools to translate their classroom experiences (in agribusiness strategy, crop marketing, and other business and agribusiness topics), into real-world applications for small Ngozi farmers. When asked about their experience at SC State, they all said, “it has been a pleasure being here. We are going to miss our professors and students that we got to know. We want to keep in touch.”

In addition to the students trained at SC State, Karemera and other professors have traveled to Burundi to implement an agribusiness curriculum and teach courses at Ngozi University. Karemera notes, “it’s empowering to be able to feel that the long-term impact of this project could help transform Burundi’s agribusiness economy. With heightened production coupled with students like Eric, Desiree and Emmanuel who have stronger agribusiness education, opportunities should start to open up for the country.”
STUDENT RECOGNITION

2013 Beta Gamma Sigma Inductees

Mark Cash, Highest Ranking Senior (economics)

William Nesmith, Highest Ranking Junior (marketing)

Shakema Gailliard, junior Accounting major receives 2013 FEI Award

Oyetayo Omotosho, Highest Ranking Senior (accounting)

Oyeteyu Omotosho, Highest Ranking Sophomore (accounting)

Jazmine Diggs, Highest Ranking Freshman (management)
Alumni Notes


Nicole Anderson, 2012 accounting graduate is pursuing her MBA degree with a concentration in International Business at Niagara Fall University.

Chad Elliott, 2002 agribusiness graduate is an accomplished entrepreneur, business development specialist, and innovative consultant in diversity affairs.


Sanyo Galloway, 1998 accounting graduate - Principal Accountant at Coca-Cola.

Luther Daniels, MBA, 1999 accounting graduate – Senior Operations Manager – Internal Audit at Kaiser Permanente.

Kendra Speed, MBA and PMP-2001 management graduate - Director of Development at Data Systems & Technology, Inc.


Abdallia Straker, 2009 business economics graduate – Vice President, Advisor Alliance Retention Manager at Bank of America Merrill Lynch.
INSPIRE: THE CAMPAIGN FOR THE BUSINESS PROGRAM

The vision of the Business Program is to “be the best value in the Southeast.” It is our aim to show that we have a quality program that produce quality graduates who are innovative and can compete globally. **INSPIRE: The Campaign for the Business Program** is vital to provide the resources needed to continue the journey to fulfill our vision.

**Campaign Priorities**

**Our Commitment to Access and Excellence in Learning:** Through scholarships, the Business Program will attract the best and brightest students to prepare them for success by providing an array of opportunities to learn, including global experiences.

**Our Commitment to Leadership Development:** Through curriculum, programs and activities, leadership development is an intricate component of the mission of the Business Program. The leader of tomorrow is one who can communicate, build relationships, solve problems and engage in continuous learning.

**Our Commitment to Innovation:** Through innovative programs such as innovation engineering, students will become critical and innovative thinkers to solve problems, which will give them a competitive advantage.

Thus, funds raised through this campaign will be used for scholarships, program enhancements, and student development. Please join with us to honor the legacy, to engage the present and to enable the future. We invite you to become a supporter to prepare, engage and **INSPIRE** our students to be leaders and innovative thinkers.
INSPIRE: THE CAMPAIGN FOR THE BUSINESS PROGRAM

A Giving Opportunity to Support the Business Program

Please complete and return with your pledge and/or contribution in enclosed envelop.

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Direct my gift to the Business Program’s accounts
☐ Dean’s Fund to Support Academic Excellence
☐ Undergraduate Business Scholarships
☐ MBA Scholarships

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☐ Check enclosed (payable to the SC State Educational Foundation – Business Account)

☐ Three-year pledge. Payment will be made by end of each year or in equal payments:
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