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INDIANA UNIVERSITY KOKOMO
School of Business

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NORTH CENTRAL INDIANA NEWSLETTER

Business Students Score Well in Nationwide Testing

For the third term in a row, students enrolled in Indiana University Kokomo's School of Business scored in the 90th percentile in the major field tests conducted by Educational Testing Service of Princeton, N.J. During the 2001-2002 academic year, IU Kokomo students placed in the 94th and 91st percentile during first and second term, respectively. The latest scores, released in April 2003, are the highest yet, with students ranking in the 96th percentile.

"Our students have consistently proven that they are the cream of the crop," Niranjan Pati, Ph.D. Dean and Professor of Operations Management for the IU Kokomo School of Business, said. "I especially congratulate our faculty for

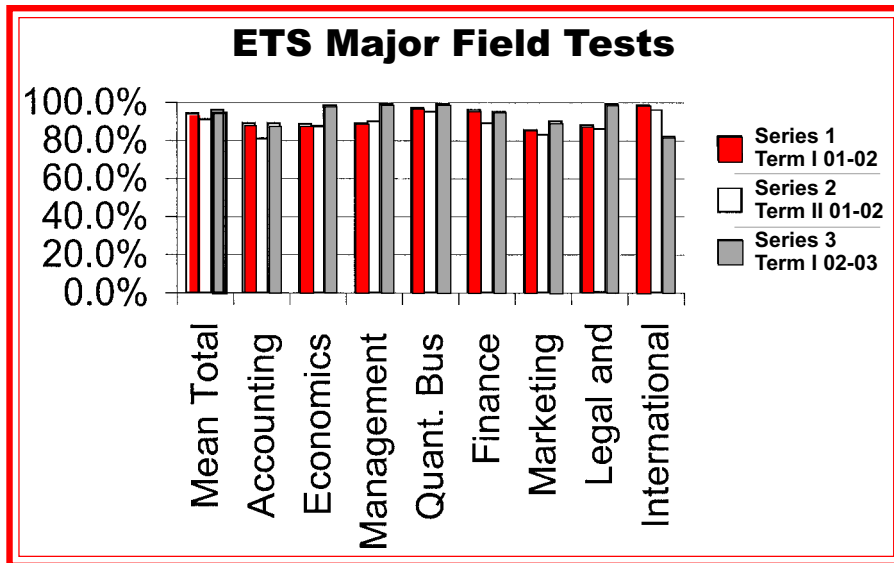
doing an outstanding job, and our students for keeping us at the top of the business school echelon."

Nearly 60,000 students nationwide participated in the voluntary exam this year, which involved 650 four-year

subject areas including accounting, economics, management, quantitative business analysis, finance, marketing, legal and social environment and international issues. Graduating seniors at IU Kokomo are encouraged to take the exam.

"This also brings value to our employers that we have prepared our students in a way that they will hit the ground running," Dr. Pati said. "By the time our students graduate, they have mastered almost everything they were supposed to learn coming

out of our undergraduate program. That shows our students are prepared to navigate the challenges of modern day business. I'm very confident that they are going to serve their employers well."



colleges. The test is used as an assessment tool to measure achievement as well as help faculty evaluate the curriculum they offer.

The test covers eight

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A MESSAGE FROM THE DEAN

GREETINGS FROM KOKOMO

As always, this summer newsletter brings to you the School of Business' stories of student success, and the faculty's endeavors in teaching, scholarship, and community involvement.

In this issue, we tell how our students have been successful in Educational Testing Service (ETS) administered Major Field Test for Business, Students in Free Enterprise (SIFE), and National Collegiate Investment Challenge. You will also know about our initiatives in Collegiate Management Program in partnership with the Small Business Development Center, and our alliance with SAP to enrich our students experience in the business side of Information Technology.

The School of Business faculty

members have made their mark in teaching, research, and community service. You will find in this newsletter their tryst with success.

All the stories mentioned above, sketchy or lengthy, affirm that the School of Business, at Indiana University Kokomo is poised for continued excellence. Of course none of these would be possible without the students, faculty, and staff of the School of Business. I would like to thank our School of Business Advisory Board for their guidance and for establishing an IU Kokomo School of Business excellence fund to advance the School of Business' initiatives. I would also like to thank our alumni, benefactors and friends like you for your interest and continued support.



Sincerely,

Niranjan Pati, Ph.D.
Dean and Professor of Operations Management
School of Business

IU Kokomo School of Business would like to recognize the following donors:

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IU KOKOMO LANDS SAP ALLIANCE

By Shea Van Hoy
Tribune business editor

With a flick of the computer switch this fall, some Indiana University Kokomo School of Business students will be gaining a valuable new experience.

The School was recently accepted to join the SAP Education Alliance Program. This will allow students to use SAP R/3—a vast suite of Enterprise Resource Planning software that helps organizations manage their business.

The program encompasses purchasing, inventory control, manufacturing sales, delivery, billing, accounts receivable and human resources, among other business functions.

“It is not important in an organization whether the accounting or finance or marketing or operations function alone is performing well,” said Dr. Niranjan Pati, IU Kokomo School of Business dean. “A star pianist or guitarist or a flute player cannot alone satisfy the needs of a concert unless they are working together. Therefore, it is important for all the above business functions to work together to create value for the business while satisfying customer needs.”

Pati said these business skills will help further the students’ learning and make them more attractive to employers.

“Our students need to learn complex integration skills and business process expertise to meet these changing needs of the business. Enterprise Resource Planning technology—which is the cornerstone of the SAP package—will help our students understand the business as a whole, not the sum of individual functions as taught in the old paradigm, to be

effective leaders upon graduation,” he said. “This is a highly desirable trait for employers who are looking for business graduates.”

According to IU Kokomo, some companies that use SAP R/3 include DaimlerChrysler, Eli Lilly, General Motors and Ford.

To make the program fiscally possible, both IU Kokomo’s School of Business and Indiana University’s Kelley School of Business are hosted by University of Wisconsin-Milwaukee’s competency center.

“SAP is providing the opportunity for us to use the software that costs several million dollars for a token fee,” Pati said. “They will train the interested faculty in the software free of tuition charges. It is important to know that a week-long training by SAP costs around \$2,000.”

Pati said prior to SAP allowing the School of Business to use the hosting and software—also employed by schools as lauded as Harvard Business School—approval was needed of an initial curriculum plan.

He added that IU Kokomo will pilot the software in during the fall semester in course S320, which teaches information systems technology. It is cross-listed as M553 for master’s of business students.

Pati said Dr. Mayur Desai, assistant professor of management information systems, will travel to California this month [August 2002] to receive training in the Enterprise System model.

Pati said he was trained in SAP’s two models—logistics and financials—in 1999 when he worked for the University of Wisconsin.

“I was very impressed with SAP’s capabilities of seamless integration of business processes,” Pati said. “For instance, in the multi-state and multi-country operation of a large chemical manufacturer, it is important to know what is the best logistics plan to implement if demand is generated in location X that has only marketing but no manufacturing operation.

At the same time knowing how a cash position would be affected if a particular transaction is consummated would give the decision maker ways



to weight alternatives. This is just a grassroots explanation of how things work in an ERP environment.”

This story originally appeared in the August 2, 2002 issue of the Kokomo Tribune. It has been reprinted in its entirety with permission.

FACULTY S

Rink Receives Claude Rich Award

A university professor who began his collegiate teaching experience as a researcher, recently won honors for his teaching methods. Dr. David Rink received the Claude Rich teaching award for his dedicated teaching of marketing. The award is one of the top teaching honors at IU Kokomo. Recipients receive a \$3,000 cash prize and a plaque.

Candidates are evaluated on three criteria including dedication to one's teaching mission; the depth of understanding of their subject area; and the ability to communicate and work with students in the learning process.

"I didn't expect it and I don't think it will ever set in," Rink, who says he borrowed bits and pieces of teaching styles from the good

instructors he had, said. "I try to make class as free-flowing, interesting and non-intimidating as I can."

Rink, who previously taught at Ball State and Northern Illinois University, uses real-life business situations in class, often proposed by current students working in the field.

"I used to be a heavy case person and I found out real quick that didn't work. Now I use a lot of Wall Street Journal and Business Week, stuff that's happening right now. The students love that."

Rink credits former Dean of the School of Business Dr. von der

Embse, Vice Chancellor for Academic Affairs, Stuart Green; and Chancellor Ruth Person as supportive allies of his experimental teaching methods.

"Things have changed dramatically in the last 20 years," he said.

"Students are much more demanding. Their expectations have risen

and they're not afraid to ask questions. It scared me at first until I realized that's how students learn. Once I had that change of perspective, it opened up whole new avenues. I learn as much from them as they do from me."



Roden Receives Trustees Teaching Award

Dr. Dianne Roden's love for teaching was officially rewarded last semester after she received a Trustee's Teaching Award for excellent teaching. The award included a plaque and a cash prize of \$2,500.

"I'd be teaching anyway, but it's always nice to be



recognized," she said. "The ones that received the award this past year are really outstanding. It was definitely an honor to be in their company."

Dr. Roden has been an instructor at IU Kokomo since 1992. She received her Ph.D. from Purdue University in Finance. The award is given by the trustees of Indiana University in recognition of excellence in teaching. Each applicant was required to submit a

written application, describing their goals and the design of their courses. Applicants were evaluated on the evidence of teaching effectiveness; activeness in scholarship of teaching; and availability to students.

"I'm very enthusiastic and enjoy what I'm doing. The students see that and it seems to rub off. They get more interested and involved," she said. "I tell them exactly what they need to do to succeed and follow through. It seems fairly simple, but that's what I hear from students that they appreciate."

SPOTLIGHT

Parkison Participates In Nation-Building Program in Former Soviet Union

Dr. Kathy Parkison taught fundamentals of market-based economics to secondary teachers from several former Soviet republics last September as part of the National Council for Economic Education's nation-building program. Dr. Parkison and her team teacher, George Vredevelde of the University of Cincinnati, spent two weeks in Armenia teaching subjects such as supply and demand, property rights and the role of government in a free economy.



The National Council for Economic Education has been the joint sponsor of the program for the past ten years, partnering with the U.S. Department of Education. The Council has been working with Eastern European countries since the fall of the Soviet Union almost 10 years ago. Parkison said similar programs are being run by the USDA and the U.S. Department of Transportation.

"When the United States steps in to nation-build, we step in from bottom to top," Parkison said. Think of all the organizations that

exist to make our country run smoothly. They didn't have any of those economic, legal, or social institutions."

Dr. Parkison and her partner taught basic economics with the help of a translator. While they were there, they also had the opportunity to enjoy evening activities and toured some museums.

"I'm always impressed when I go into Eastern Europe how much they view education as the key to the future," she said. "They're fascinated by America and repelled by some of America (such as our violent movies). They want to take the best of the American economy and adapt it to fit their country."

Cox Honored with FACET Award

Dr. Steve Cox, associate professor of finance, joined an elite group of IU faculty last spring when he received a university FACET award. The Faculty Colloquium on Excellence in Teaching (FACET) was established as an Indiana University Presidential Initiative in 1989 to promote and sustain teaching excellence. Faculty who receive this honor are awarded membership in the colloquium which numbers over 300 full-time faculty members representing a wide range of academic disciplines. Members participate in on-going workshops and discussions with other FACET members concerning collegiate

teaching, developing and sharing strategies to enhance the process.

Approximately 20–25 candidates from across the IU campuses are selected as new members each year.

"I felt, since this was a system-wide award, it was very prestigious. I liked being asked to join a community of teachers who want to continue to be better," he said. "They don't want you to just win an award. They want you to continue talking and writing about your teaching."



Cox, an IU Kokomo faculty member since 1992, believes his experience as a "not so successful undergraduate" helps him relate well to the students in his classroom. "I think that I put myself in the students' seat well," Cox said. "As a teacher, you mentally have to sit in the classroom and say 'would this make sense if I were sitting here?'"

SIFE Students Bring Home Regional Honors—Again

For the third year in a row, the Students In Free Enterprise (SIFE) organization received regional honors. The team traveled to the national competition in Kansas City on May 11. Dr. Kathy Parkison, campus advisor, said no matter how the team fared in Kansas City “they will have done really well.”

The team put in more than 3,900 hours on 35 projects in the past year, working on everything from job skills to exchange programs—with everyone from local teachers and students to business people from around the world.

“We are going up against schools that have \$100,000 budgets and a lot of our projects are self-funded,” Dr. Parkison

explained. “Our kids try to think smart and come up with ideas that partner within the community and that doesn’t cost an arm and a leg. The judges commented last year that they

“We are going up against schools that have \$100,000 budgets and a lot of our projects are self-funded.”

-Dr. Kathy Parkison

thought that was refreshing. So we’ve made a point of emphasizing it this year.”

This year’s team of 33 consists of a very diverse group of students, with more than 15 majors represented. Locally, SIFE students worked with area

elementary school teachers to develop and implement a Mini Model Economy. They also piloted “Life Size Game” and “Living in the Real World” simulations for area students. Globally, they traveled to Mexico to teach a local school about principles of free enterprise and worked with an area entrepreneur on setting up a business.

“I think the students see how impressive success can be,” Dr. Parkison said of the team’s third straight regional win. “The students who have been to nationals before drive the new students and we have more senior students mentoring the juniors. We’re always on the look-out for things we can do next year.”

Judging Criteria for the National SIFE Competition include:

- 1) How free markets work in a global economy. IU Kokomo SIFE projects included: Mexico Exchange Project; Canadian Exchange Project; “Follow an Ice Cream Cone Around the World” children’s storybook; and tours of international corporations.
- 2) How entrepreneurs succeed by identifying a market need and then profitably producing and marketing a product or service to fill that need. IU Kokomo SIFE projects included: SBC grant marketing research; work with the Indiana Small Business Development Center; work with an area entrepreneur; and other business outreach efforts.
- 3) The personal, entrepreneurial, communications, technological and financial management skills needed to successfully compete. IU Kokomo SIFE projects included: job skills program; real world simulations; personal skills workshops; and economic lessons in area schools.
- 4) Practicing business in an ethically and socially responsible manner that supports the principles of a market economy. IU Kokomo projects included: community service efforts; work with area legislators; donation of supplies to Zimbabwe, Kigoma, Tanzania and Yerevan, Armenia; SIFE mentoring efforts with Purdue University.

“Planting tiny seeds in the small space given you can change the whole world, or at the very least, your view of it.” - Linus Mundy

Business Leaders On Campus

The School of Business hosted “The Distinguished Speaker Series” last year, inviting three prominent Indiana business leaders to speak to IU Kokomo students and the public at large.

Mr. Jeff Owens, president, Delphi Electronics Systems, kicked off the series on April 11, 2002, with a talk on “Leading Technology in a Global Environment.”

Mr. Larry C. Glasscock, president and chief executive officer, of Anthem, Inc. was the second guest speaker. Anthem, Inc. is the largest public company in Indiana. Glasscock spoke on “The Role of Leadership in Confronting Challenges of Our Health Care System” on October 14.

Mr. Bill Polian, president, Indianapolis Colts, finished up the series by speaking on “Leadership Challenges in Sports Management” on November 14.

COLLEGIATE MANAGEMENT PROGRAM

A national program sponsored by the Small Business Development Center is receiving rave reviews among small businesses in Howard County and the undergraduate business students who are participating.

The Collegiate Management Program utilizes university resources by pairing students with small businesses in the areas of marketing, developing a business plan, feasibility, and personnel strategies. Students analyze the business' operations and provide recommendations to the owner based on their findings. While the businesses involved received valuable feedback, the students earned 30 percent of their grade as part of the Organizational Development class, taught by Thomas von der Embse, Ph.D. Dr. von der Embse is a professor of management and former dean of the School of Business.

"It's been a great experience," Sabrina Parnham, Director of the Howard County SBDC said. "Last semester we had over 900 hours devoted by the students to the program."

Participants in the pilot program included Treasures of the

Heart, a customized gift basket service owned by Crista Tharp. Students included Casey Betz, John Clendenning, Nick Kirk and Brad Wunderlich, all of Kokomo, and Evan Shafer of Converse.

Babies Delight, a retail store offering baby and children's clothing and accessories, owned by Troy and Tanisha Hall. Students included Stephanie Gaunt and Luke Leger of Kokomo, Angela Hill of Tipton and Kyla Ward of Peru.

Helium Works, owned by Gayle Rood. Students included Dina Miley of Marion, Daniel Taylor of Peru, and Corey Thatcher and Mike Tweed, both of Kokomo.

Schmidt Law Office PC, owned by Daniel Schmidt. Students included Melanie Flores-Street of Marion, Mark King of Michigantown, Rick Schoenberger of Kokomo, and Tim Skiner of Tipton

Signs Xpress, Inc., owned by Patrick Clifford. Students included Erin Brechiel and Adam Wahl of Kokomo, Josh Davison of Michigantown, and Holly Weaver of Logansport.

"It was nice to interact with the

students because they brought value to my business plan," Gayle Rood, owner of Helium Works, said, "and now they're able to spread the word about my business. Not only did they educate me, I educated them."

"I felt very blessed to have, what I would call, a 'cracker jack' group," Dan Schmidt, owner of Schmidt Law, PC, said. "It came at a very opportune time. I had been in business for a year and they challenged me on a few things I was thinking about, agreed with me on some aspects and offered suggestions in other areas. It was a great opportunity to get an outside view from an educated source."

The initial semester was so successful, university personnel and SBDC administrators have decided to do it again. This semester, participants include three existing businesses and three potential start-ups, all of which are working with a separate class of students.

"In the future we'll have testimonials by the businesses and advertise the programs offered by IU Kokomo," Parnham said.

The IU Kokomo School of Business welcomes:

Ms. Amber Stearns, News Reporter/Assistant Program Director for WZWZ FM 92.5/WIOU AM 1350; Mr. Brian Shockney, President and CEO of Logansport Memorial Hospital; Russena Comer, Assistant Principal, Academic Student Services, Kokomo High School; Ben Dulaski, Interim Director, Industrial Research Liaison Program, Indiana University as the newest members of its Advisory Board. They join this distinguished list of community leaders who volunteer their time and talent to its program.

- Ms. Pamela Auksel
- Ms. Russena Comer
- Mr. John Floyd
- Mr. Matt McKillip
- Mr. Artie Scruggs
- Dr. Ward Snearly
- Dr. Thomas von der Embse
- Mr. Charles Bucheri
- Mr. Arden Draeger
- Mr. Glenn Grundmann
- Dr. Herbert Miller
- Mr. Kevin Clancey
- Mr. Ben Dulaski
- Mr. Rick Hamilton
- Mr. Harold Redlin
- Mr. Brian Shockney
- Mr. John Sigler
- Ms. Amber Stearns
- Ms. Sabrina Street Parnham

We appreciate their efforts on our behalf.

students get **Students Get Bullish on Investment Challenge** *investment challenge*

IU Kokomo Investment class finishes in top 10 percent of schools nationwide.

If you were given \$100,000 to invest in the stock market, how successful would you be? Students in Dr. Dianne Roden's Investment class find out every spring semester when they participate in a nationwide investment challenge for colleges across the United States. This year's competition was sponsored by Simvest Corporation.

Each team starts with a \$100,000 fictional account, which they can use to trade online in stocks and options. Roden's students, typically a mixture of undergraduate and M.B.A. students, have finished in the top 10 percent each of the six years they've participated.

"It's a very realistic stock simulation and it really enhances

the learning experience," Roden said. "I've had many students say to me they were a little intimidated about the stock market before taking the investments class. After taking the class, they are much more confident and can make investments on their own."

This year, one of Roden's teams finished first in the state of Indiana. On a national level, based on the average portfolio, IU Kokomo was ranked seventh overall.

"In 1998 IU Kokomo was #1," Roden said. "That's definitely the best we've done. In the last six years, we've had one team ranked in the top 10 percent nationally every year."

Roden said this year was "particularly interesting" due to the

war in Iraq and market volatility. The annual competition begins in early February and ends in early April, giving Roden the opportunity to talk about the competition, form teams and teach some background before trading actually begins. During the semester, students apply the material they've learned in class and follow each team's progress on a state and national level.

"I like to think that this is a really useful learning tool," she said. "I like that it gives practical, hands-on experience to the students. It's one thing to talk about making investments, but it means a lot more when they're actually participating."

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