



SEPTEMBER – OCTOBER 2012

WELCOME BACK

CBA SPOTLIGHT

WHAT'S NEW

New Members Join CBA Staff

The College of Business Administration is pleased to welcome two new staff members this fall.



Ms. Carrol Reaser-Parris joins the CBA as Student Services Coordinator. Ms. Parris brings extensive experience in student recruitment, advising, retention initiatives, and placement services from her prior positions as a Job Developer for Detroit's Work Place and Associate Dean at Dorsey Schools. Ms. Parris earned her Master of Arts degree in Liberal Studies from UDM.

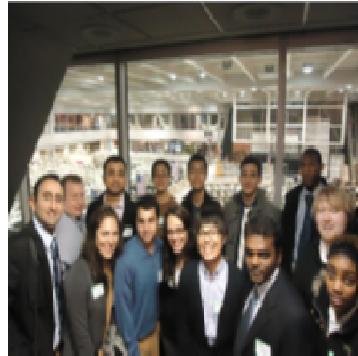


Ms. LySandra C. Hill Joins the CBA as Administrative Assistant to the Dean. Ms. Hill was an editor at Thompson/Gale publishers prior to joining UDM's College of Health Professions as an Office Assistant in 2005. Ms. Hill earned a Bachelor of Science degree in Business Administration, and a Master of Arts in Industrial and Organizational Psychology, both from UDM.

Welcome, Freshmen!

The College of Business Administration is pleased to welcome its newest class of first-year students! Like our returning students, the incoming class is highly diverse. Roughly 58% are male and 42% are female. They come from a number of Midwestern States, including Michigan, Ohio, Wisconsin, and Illinois, as well as from Eastern Europe, Western Europe, and Asia. They have fluency in various languages, including Spanish, Italian, Japanese, Chinese, and even American Sign Language. Roughly half are athletes who plan to play sports at UDM, including basketball, softball, lacrosse, track and field, golf, and soccer. Approximately 70% will live in dormitories on campus, and 30% plan to commute. About 40% plan to be employed on a part-time basis while they pursue their academic studies. And about one-third will be in the 5-year BS/MBA program. Aside from business, their other interests include digital media, journalism, museums and art, kinesiology, psychology, medicine, and law. One thing they all have in common is their academic excellence. Their average high school grade-point average was 3.38, and 24% of the incoming students were among the top ten percent of their respective high school classes. Their average ACT score was 24.25, far higher than the average in Michigan (20.1) and the United States as a whole (21.1). Indeed, 25 percent of the incoming freshmen to the College of Business Administration were among the top ten percent of students nationwide, based on their ACT scores. And they bring a variety of Advanced Placement credits with them to begin their college careers, including credits in Calculus, Statistics, Government, English, Literature, Composition, American and European History, Biology, Chemistry, and Art. We are extremely confident of their success as students in the College of Business Administration, and we wish them all the best!

The Student Advisory Board visits the Windy City



Student Advisory Board Members and students from Dr. Sabbaghi's Investments class took a field trip to Chicago last semester to visit the Federal Reserve Bank and the Chicago Board Options Exchange. The Student Advisory Board will meet on **September 20, 2012, 5:30pm—6:30pm.** For additional information on how you can become a member, please contact Advisory Board President, Christina Stiliack; stiliack@udmercy.edu

2012 Meeting Schedule
Thursday, October 18, 2012
Thursday, November 15, 2012

MARK YOUR CALENDER

MERCY DAY

September 24th is the date on which Catherine McAuley began the first House of Mercy.

CBA STUDENT MISSION RETREAT

Please Join The College of Business Administration for a **Student Mission Retreat on Friday, September 28, 2012 in Lansing -Reilly Hall from 2:00pm to 5:00pm** in fun, fellowship and reflection on business leadership in the Jesuit and Mercy Traditions. **Sign up by Thursday September 20, 2012** University Center 106 or by phone (313) 993-1560 or by email: ministry@udmercy.edu

FALL CAREER DAY

The Career Education Center will host a Fall Career Fair in the Student Center Building on **Tuesday, October 9, 2012 12:30pm to 4:00pm. Please visit; www.udmercy.edu/cec/events for additional information.**



October 29	Advising For Term II Winter and Summer 2012-2013 Begins
November 5	Registration For Term II Winter and Summer 2012-2013 Begins
November 19	Last Day to Withdraw From Classes
December 15	Official End of Term I/Fall

CBA RETIREMENTS



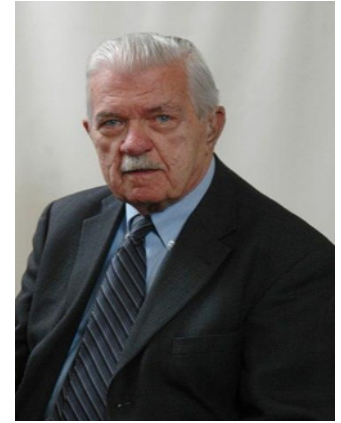
Fr. Oswald A. J. Mascarenhas, S.J. earned his MBA and Ph.D. degrees from the Wharton School of Business at the University of Pennsylvania. A priest, teacher, and scholar, Fr. Mascarenhas taught graduate and undergraduate courses in Marketing and Business Turnaround Management (BTM); indeed, he was instrumental in launching the BTM program. An avid scholar, he is the author of numerous books, monographs, and journal articles addressing the ethics of domestic and global marketing strategies, internet marketing and consumer/computer privacy. One of his most recent publications is “Government Bailouts, Financial Sector Turnaround and Wicked Problems”, coauthored with Dr. Ram Kesavan, Anand Kesavan, and Trevor Crick. After nearly three decades at the University, Fr. Mascarenhas was asked by the Society of Jesus to undertake the development of graduate programs at St. Aloysius College in India.



Ms. Mary Hassett retired as Assistant to the Dean in the College of Business Administration at the University of Detroit Mercy in June of 2012. Joining the College in 1987, Mary assisted a series of seven Deans through momentous and even historic events, including the consolidation of Mercy College and the consolidation of Mercy College and the University of Detroit, as well as the renovation of the Commerce and Finance Building. With unparalleled efficiency, Mary managed the College budget, maintained academic and personnel records, scheduled meetings and events, handled correspondence, and solved innumerable problems on a routine basis. A team-player, colleague, and confidant, Mary has always been deeply respected by members of the faculty and staff. And as a mentor to members of the Student Advisory Board, Mary is beloved by current students as well as alumni and alumnae.



Ms. Bonnie Naski retired in August after 19 years of service to the University of Detroit Mercy. As Student Services Coordinator for the College of Business Administration, Bonnie guided thousands of students from their initial inquiries and applications through enrollment, course selection and registration, and finally to graduation. An excellent team-player, Bonnie worked in close collaboration with faculty, staff, and administrators, all of whom expressed praise and admiration for her work. A strong supporter of the University mission, Bonnie exhibited sensitivity to students’ personal and academic circumstances, and routinely exceeded expectations by going beyond her job requirements to assist students. A former art teacher, Bonnie used her creative skills to publish *In the Know*, the quarterly newsletter for CBA students. She always has a smile, and her infectious, upbeat personality helped to create a pleasant and welcoming environment for students and staff alike.



Dr. Jacques G. Boettcher retired from the College of Business Administration in June 2012, following a remarkable 58-year career with the University as a teacher, scholar, and practitioner. Jacques earned his M.A. and J.D. degrees from the University of Detroit, and remained loyal to the University throughout his professional career. A member of the State Bar of Michigan, Jacques continues to serve as a practicing attorney, specializing in real estate law. As a management professor, Dr. Boettcher taught graduate and undergraduate courses in domestic and international business law, and recently developed a new course in Sports Law. Jacques remains an active scholar; his primary research interest is in foreign trade laws, especially among the countries of the Pacific Rim. His most recent research project is “The Ethics of Bankruptcy”, which he is coauthoring with Fr. Gerald Cavanagh, S.J. and Dr. Min Xu.

"IN THE KNOW"

U.S. NEWS & WORLD REPORT

For the 12th consecutive year, University of Detroit Mercy is listed among the best regional universities in the Midwest, in the *U.S. News & World Report* ranking of "Best Colleges." In addition to the University's ranking rising from #23 to #20 in the magazine's annual list of regional universities, it was also one of the highest in the state, ahead of UM-Dearborn, Grand Valley State, Lawrence Tech, Ferris State, and Eastern Michigan. "University of Detroit Mercy's students, faculty and staff are the primary reasons why UDM's ranking is the highest ever," said University of Detroit Mercy President Antoine M. Garibaldi, Ph.D. "This honor is a tribute to the quality of teaching, scholarship and mentoring that they provide every day in our undergraduate, graduate and professional programs as our students are prepared for future leadership roles in their professions and communities." In the past five years, over 95% of the University's graduates had positions in their fields or had entered graduate school within six months of graduation. Highlights of the latest college rankings will be published in the *U.S. News & World Report's* Best Colleges" 2013 edition guidebook, which went on sale on Sept. 18 at newsstands and at usnews.com. The *U.S. News* college rankings group more than 1,400 accredited four-year schools based on categories created by the Carnegie Foundation for the Advancement of Teaching and compares them based on a set of 15 widely accepted indicators of excellence. (Adapted from UDM news release, Sept. 12, 2012)

CBA FACULTY PUBLICATIONS

Lawrence E. Zeff, Mary A. Higby, and Robert A. Page, Jr., "Blockbuster – A Business Model from Long, Long Ago: How to Maintain Focus and Lose the Star War" *Business Research Yearbook*, 19(2), 2012: 520-527.

Fang Yang, Lun Mo and Burak Dolar, "Early Career Interest Development in Accounting: The Effect of Race after Controlling Math Performance and Gender" *Accounting and Finance Research*, 1(2), 2012: 59-65.

Omid Sabbaghi, "Hedge Fund Return Volatility and Comovement: Recent Evidence" *Managerial Finance*, 38(1), 2012: 101-119.

Joseph G. Eisenhauer, "Accuracy of Risk Aversion Approximations" *Atlantic Economic Journal*, 40(2) 2012: 147-160.

Joseph G. Eisenhauer and Kristine E. Principe, "Measuring Aversion to Health Risks" *Journal of Economics and Behavioral Studies*, 4(2) 2012: 96-107.

Kristine E. Principe and **Joseph G. Eisenhauer,** "Fulfilling Our Mission: Integrating Catholic Social Teaching into the Core Business Curriculum" *Journal of Jesuit Business Education*, 3(1) 2012: 75-99.

Evan A. Peterson, "Global Strategic Collaboration: Trade Secrets and Firm Value" *Journal of Management and Sustainability*, 2(2) 2012: 178-186.

UDM UPCOMING EVENTS

LECTURE:

"Mercy Makes a Difference"
Wednesday,
September 19, 2012
7p.m
Student Center,
Fountain Lounge

Sister Karen Schneider, RSM, M.D., teaches and practices pediatric emergency medicine at The Johns Hopkins Children's Center in Baltimore, but four times a year, in a unique partnership between her life as a sister and her work as a medical professor, she takes pediatric residents from Hopkins to third-world countries.

"CELEBRATE SPIRIT!"

2012

Thursday September 20, 2012
Calihan Hall

"Creating a Healing Community"

Celebrate Spirit Event Schedule

11:30 a.m. - 12:45 p.m.

Mass of the Holy Spirit at Calihan Hall

1:00 p.m.

Student Fitness Center grand opening and ribbon cutting

1:30 p.m.

Picnic / Tours / Student Organization Fair

UDM Law School

Celebrates 100 Years
Inspiring and Education

Centennial Event Schedule

RED MASS

Tuesday, September 25, 2012

5 p.m.

Ss. Peter & Paul Jesuit Church

CENTENIAL GALA

Saturday, October 27, 2012

6:30 p.m. - Midnight

Detroit Athletic Club

CENTENIAL MASS

Sunday, October 28, 2012

11 a.m.

Ss. Peter & Paul Jesuit Church