

" IN THE KNOW "

NEWSLETTER

COLLEGE OF BUSINESS ADMINISTRATION

SEPTEMBER—OCTOBER 2011

MARK YOUR CALENDAR

All students who are graduating in December please stop at front desk in the Welcome Center CF 112 and fill out an Application for Graduation. The applications are due Sept. 16th.

Student Advisory Board will be meeting in CF 118 on Tuesday September 20th at 12:35. If you would like to become a member please attend our first meeting.

SPECIAL POINTS
OF INTEREST:CBA Accounting Students
to get Real-World
Experience

The Accounting faculty will be recruiting Accounting majors this Fall to serve as tax preparers for the Volunteer Income Tax Assistance (VITA) program in Wayne County. See Dr. Robert Hutchinson (CF 223) for more information.

Welcome, Freshmen!

The College of Business Administration is pleased to welcome a very talented and diverse group of new undergraduate students this Fall. In addition to an average high school GPA of 3.42, our incoming students averaged 24.5 on the ACT, compared with the national average of 21.1 and an average of 20.0 in Michigan. Based on their ACT scores, 30 percent of our incoming students were among the top 10 percent of high school students in the U.S. We are delighted that students from around the country—including warm-weather states like Florida and Arizona—have chosen to attend the University of Detroit Mercy. As is often the case, 40 percent of our new business students are athletes who will represent UDM on various sports teams.

CBA Alumni News

CBA alumnus **Emil Brolick, '69, '72**, has been named President and CEO of The Wendy's Company, which operates restaurants worldwide. Brolick has previously held positions as President of Taco Bell and President of U.S. Brand Building for Yum Brands (which owns Pizza Hut and Kentucky Fried Chicken as well as other fast-food).



SAB's New Leaders

The Student Advisory Board has elected **Christina Stilianos** and **Philip Trotter** as co-chairs for 2011-12. The SAB plans to continue its in-house tutoring program for CBA students, its recycling program, trips to the Detroit Economic Club, and additional activities. The SAB meets every other Tuesday at 12:35



Our new **Executive-in-Residence** is **Mr. Edward Sprock**. Ed earned a Bachelor's degree in Electrical Engineering in 1975 and an MBA from the University of Detroit in 1978. During a 34-year career with the Chrysler Corporation, he held numerous managerial and executive positions, including Computer Information Systems Manager, Director of Operations and Strategy for the Procurement and Supply Division, Director of Programming and Scheduling, Director of Worldwide

Transportation and Customs, and Director of Advanced Supply. A part-time faculty member in the College of Business Administration at the University of Detroit Mercy since 2008, Ed teaches Control of Operations Management and Quality to undergraduates and Foundations of Production and Operations Management to MBA students. As Executive-in-Residence, Ed serves as a liaison for employers, students, the College of Business Administration, and the UDM Center for Career Education in developing successful student internships.

New Faculty and Staff

The College of Business Administration is pleased to welcome several new members.

Dr. Leonard J. Kloft joined the College this summer as Assistant Dean for Academic Affairs. Dr. Kloft earned his B.A. with a dual major in Political Science and History, an M.A. in Economics, and a Ph.D. in Economics from the University of Iowa. An economic historian, he has taught a wide range of courses to graduate and undergraduate students. Prior to joining UDM, he taught at Salisbury State University, Miami University of Ohio, Ohio Northern University, and Wright State University, where he also served as Director of the Graduate Program in Economics.



Dr. Mithu Bhattacharya joins the College this Fall as an Assistant Professor of Decision Sciences. She holds a B.S. in Computer Science and an M.S. in Information Technology from the Birla Institute of Technology in India, as well as a Ph.D. in Information Sciences and Technology from Pennsylvania State University, where she minored in Statistics. She teaches statistical analysis and quantitative methods, and has conducted extensive research on radio frequency identification (RFID) applications in business.

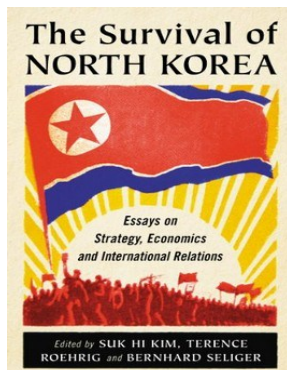
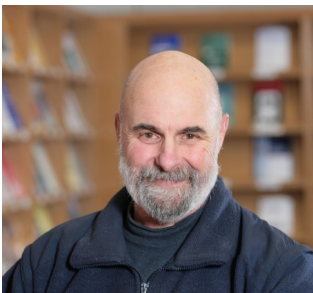


Dr. Fang "Rose" Yang joins the College this Fall as an Assistant Professor of Accounting. She holds a B.A. in Language and Literature from East China Normal University in Shanghai, an M.S. in Accounting and a Ph.D. from the University of Memphis. She has extensive professional experience as a practicing accountant and financial manager, and teaches accounting principles and financial accounting.



CBA in the News

Marketing Professor **Michael Bernacchi** was quoted numerous times in the *Detroit Free Press* this summer. His statements appeared in articles on the shock value of advertising, plans for the 2012 auto show, the final Harry Potter film, the Somerset Mall's plan for a retail outlet in Detroit, and other topics. The *Free Press* also ran a story in July about CBA students using live case studies in a graduate course taught by adjunct professor **Clarence Nixon** and quoted adjunct professor **Michael Whitty** in an article on labor relations. The *Detroit News* also quoted Dr. Whitty in an article on mobile policing. **Dean Eisenhauer** was interviewed on the PBS program, *Am I Right?* regarding the lifting of the U.S. debt ceiling; the broadcast can be viewed at <http://www.dptv.org/news/ongoing/amiright.shtml>.



Faculty Authors

Congratulations to **Dr. Suk Hi Kim** on his new book, *The Survival of North Korea: Essays on Strategy, Economics, and International Relations*, published this summer by McFarland Publishers. In addition to Dr. Kim's book, the faculty of the College of Business Administration have collectively published four book chapters and more than a dozen scholarly articles in peer-reviewed journals during the first eight months of 2011. This includes research by **Dr. Omid Sabbaghi**, **Dr. Mary Ann Hazen**, **Dr. Larry Zeff**, **Dr. Mary Higby**, and others.

Recent publications are on display in the main corridor of the Commerce & Finance Building, and a complete list is available on our website,