

**CBA NEWS**

**The College of Business Administration  
MBA program named among top 30 green programs in the world**

The Global Green MBA Survey by *Corporate Knights* magazine has named UDM's MBA program among the top 30 programs in the world for integrating sustainability into the academic experience. The survey examined MBA programs from 17 countries. Participating schools were assessed in the areas of institutional support, student initiatives, and coursework. The survey and analysis of the 2013 Global Green MBA Survey are detailed and summarized in the Fall 2013 issue of *Corporate Knights*. "We are delighted to receive this international recognition from *Corporate Knights*, which reflects our persistent emphasis on ethical and socially responsible business practices," said Dr. Joseph G. Eisenhauer, Dean of the College of Business Administration. "We bring this perspective into the classroom through both required and elective courses, but it's not just about what we teach. At UDM, all of our business students—both graduate and undergraduate—participate in service-learning and social outreach to sustain and enhance our neighborhoods." "We continually invite guest speakers and visiting scholars to discuss topics such as sustainability, diversity, and urban renewal. Our faculty members engage the scholarly community in dialogue on subjects such as ethical and environmentally-friendly practices through research presentations and publications. And the Jesuit and Mercy values that we promote are also exhibited by our alumni and alumnae, not only through careers as corporate responsibility officers and leaders of nonprofit organizations engaged in community development, but also as volunteers who contribute to a more livable planet. The *Corporate Knights* ranking is especially significant for us as it demonstrates that a private institution with small classes delivering personal attention to students can nevertheless have an important impact on global sustainability," he added.



**HAPPY HOLIDAY'S  
MARK YOUR CALENDER**



<b>Winter Term 2014</b>	
December 10-16	Final Exam Week
December 16	Official end of Fall Term
December 20 @ 5pm	University Closed for Christmas Break Begins
January 1 Happy New Year!	
January 6	<b>Winter Term Classes begin</b>
January 7	Last day for web-registration
January 10	Last day to drop a class w/o a "W"
January 12	Last day to add a class



**Welcome, Yuping Yang!**

The College of Business Administration is pleased to welcome **Ms. Yuping Yang** as our International Student Counselor. Originally from China, Ms. Yang earned a Master's degree in education at Michigan State University. Prior to joining the College of Business Administration, she worked for the UDM College of Health Professions. Her office is CF 123, her telephone number is 313-993-1224, and her email address is yangyu4@udmercy.edu . Please stop by to meet her!

**PLANNING TO GRADUATE MAY 2014**

**Graduation Application Deadline is January 17, 2014.**

Please remember to submit your graduation application! Electronic forms are available at [www.udmercy.edu/registrar/forms](http://www.udmercy.edu/registrar/forms) or you can stop by the CBA Welcome Center to pick up a copy. If you have any questions, please contact Ms. Wendy Marshall at 313-993-1200 or Ms. Carrol Parris at 313-993-1203.



## WHAT'S NEW

### Featured Undergraduate Course: Channel and Retail Marketing

Dr. Mary A. Higby will teach Channel and Retail Marketing (BUS 4820) this winter, on Thursdays, 6:40 pm - 9:10 pm in Commerce & Finance 104. Channel management topics include distribution, transportation, inventory, wholesalers and other intermediaries. Retailing management topics include location, purchasing, width, depth and consistency of offerings, store layout, pricing, merchandising and profitability.

### Featured Graduate Course: Capital Expenditures Analysis

Dr. Min Xu will teach Capital Expenditures Analysis (MBA 5400) this winter, on Wednesday evenings, 6:40 pm - 9:10 pm in Commerce & Finance 104. This course focuses on capital budgeting and long term financing decisions. It includes capital expenditure analysis, theory and current practice. The course involves the application of quantitative analysis techniques to the operational aspects of capital budgeting.

### Recent Faculty Publications

**Gerald F. Cavanagh, S.J., Jeanne David,** and Simon Hendry, S.J., “Using Principles of Catholic Social Thought to Evaluate Business Activities” *Journal of Catholic Social Thought*, 10(1), 2013: 1-23.

**Ram Kesavan, Michael D. Bernacchi,** and Oswald A.J. Mascarenhas, S.J., “Word of Mouse: CSR Communication and the Social Media” *International Management Review*, 9(1), 2013: 59-67.

**Ram Kesavan,** Oswald A.J. Mascarenhas, S.J., and **Michael D. Bernacchi,** “Outsourcing Services to India: A Review and New Evidences” *International Management Review*, 9(2), 2013: 36-44.

**Omid Sabbaghi** and J. Matthew Lupton, “The Orphan Equity Market: Recent Evidence” *Journal of Applied Finance*, 23(1), 2013: 48-56.

**Omid Sabbaghi** and **Min Xu,** “ROE and Corporate Social Responsibility: Is There a Return on Ethics?” *Journal of Accounting and Finance*, 13(4), 2013: 82-95.

**Evan Peterson,** “Compliance and Ethics Programs: Competitive Advantage Through the Law” *Journal of Management and Governance*, 17(4) November 2013: 1027-1045.

**Evan A. Peterson,** “Caffeine Catastrophe: Energy Drinks, Product Liability, and Management Strategy” *International Journal of Marketing Studies*, 5(2) 2013: 50-58.

**Robert Hutchinson,** “Cost Accounting and Simulation: Towards a Post-Structuralist Understanding” *Advances in Management Accounting*, 22, 2013: 159-183.

**Larry Zeff** and **Mary Higby,** “The Tensions of Stability: A True Paradox” *Business Research Yearbook*, 20(2), 2013: 532-539.

**Joseph G. Eisenhauer,** “Student Migration to Online Education: An Economic Model” *Journal of Academic Administration in Higher Education*, 9(1) 2013: 19-28.

### Beta Alpha Psi hosts speakers

The Beta Alpha Psi honor society hosted the following speakers this semester



Oct. 10, Denese Ennis, Becker CPA review  
Oct. 23, Aaron Parchem, Financial Advisor, Northwest Mutual  
Nov. 5, Heather Pacquette, Managing Partner, KPGM  
Nov. 7, Brad Coulter, Managing Director,  
O’Keefe & Associates

Ennis

Parchem

Pacquette

Coulter