



## Management prof von der Embse named Distinguished Hoosier

Indiana Governor Mitch Daniels has conferred the honor of Distinguished Hoosier on Indiana University Kokomo Professor of Management Thomas von der Embse, Ph.D. Professor von der Embse retired from the School of Business in May 2007, ending a 17-year teaching and administrative career at the Kokomo campus.

Dean of Business Nirranjan Pati, Ph.D., nominated von der Embse for the recognition, and presented him with the governor's signed declaration during a May 4 scholarship luncheon and a faculty tribute to the retiree.

The declaration cited von der Embse's state and regional service to education and economic/business development efforts.

IU Kokomo hired von der Embse in 1990 to chair what was then the Division of Business and Economics. His primary charge was to develop a Master of Business Administration (M.B.A.) program for the campus. The first M.B.A. degrees were conferred in 1994. During that time he became dean, and the division was renamed

the School of Business. Professor von der Embse served as dean until 2001 when, following a seven-year candidacy process, the School attained its professional accreditation by the AACSB International (Association to Advance Collegiate Schools of Business), the premier accreditation body for business schools.



Dean Nirranjan Pati presents the Distinguished Hoosier Award to Thomas von der Embse on May 4.

"The M.B.A. proposal was presented to the legislature in 1991. Getting it approved was a milestone," von der Embse said. "We had to develop the curriculum, hire faculty, organize an advisory board. We had members from Delphi, community leaders, and IU Bloomington representatives working with us to design a program oriented toward working professionals.

"We had authorization to hire nine new faculty, more than double the number we had when I arrived. It's most satisfying that those [hired by von der Embse] who stayed have all been promoted to the rank of professor by now. They and the staff helped immensely in getting us AACSB-accredited."

## School of Business graduates 81

Some 81 new alumni of the IU Kokomo School of Business participated in May 8, 2007, Commencement ceremonies. Degrees conferred included

- 41 Bachelor of Science in Business degrees (some double majors)
- 21 Master of Business Administration degrees
- 19 Associate of Science in Applied Business Studies degrees

The School of Business would be happy to help your business make connections with our new graduates as potential employees. Call us at (765) 455-9275.

## IU Kokomo M.B.A. among nation's best

The School of Business earned a sixth consecutive listing in U.S. News & World Report's annual guidebook *America's Best Graduate Schools*. "The IU Kokomo School of Business has the only Master of Business Administration (M.B.A.) program located in our seven-county primary service area that was noted in the guidebook," said Dean Nirranjan Pati, Ph.D. The publication offers data on more than 1,200 graduate programs, including the 406 M.B.A. programs accredited by the Association to Advance Collegiate Schools of Business (AACSB) International.

In fall semester, the school was cited in the *Princeton Review's Best 282 Business Schools 2007* edition, published by Random House. Schools profiled in that book earned high

# FROM THE DEAN

Dear Friends and Alumni,

This year marks our sixth year as a School of Business accredited by the Association to Advance Collegiate Schools of Business (AACSB) International—the gold mark of business school excellence. AACSB accreditation is earned by less than 10 percent of business schools worldwide. We have continued to bring the best values to you as we progress on our trajectory to be the “destination” regional campus in Indiana for both undergraduate business and M.B.A. students.

This claim is not expressed in words, but in deeds. In addition to being included in the U.S. News and World Report’s guidebook, *America’s Best Graduate Schools*, for six consecutive years (2003–2008), the School appeared in *Princeton Review’s Best 282 Business Schools* 2007 edition. IU South Bend and IU South East appeared in the *Princeton Review* this year, but Ball State did not. The comparative data collected and compiled by the *Princeton Review* (see Table 1 below) shows that our School ranks first place in three areas of ratings directly related to the quality of a business school.

Despite the high quality of our programs, we charge a fraction of the tuition fees charged by some business schools in our region (see Table 2). A student can save

approximately \$50,000 for a 4-year graduate degree by choosing IU Kokomo instead of Indiana Wesleyan. You can do the math. If the savings generated are stashed in a bank for 20 years at a conservative 5 percent interest, you could draw a \$130,000 windfall. Add to that the distinction of our AACSB accreditation and the benefit to your employer, because of the blend of intellectual rigor and real-world significance our classes impart.

I am sure you will recommend us to your employees, if your organization pays employee tuition, or to your children, grandchildren, or neighbors. This newsletter is full of information that you can use to persuade prospective students to consider IU Kokomo.

Does the School of Business have room for improvement? Absolutely. Could we leapfrog the competition within the means of traditional resources? Absolutely not. We need the time, talents, and treasures of our friends, alumni, and community members to build a business school that our region will be truly proud of. We are seeking new horizons in business education through endowed centers, endowed scholarships, and additional resources available through naming opportunities. I am very optimistic that you have the resources, or you know people who have the resources, to make our business

school become the best school in our region. Please call me at (765) 455-9275 or e-mail me at npati@iuk.edu to discuss your ideas.

As we enter this exciting time for the School of Business, we are sorry to bid adieu to Dr. Tom von der Embse, who will be retiring after rendering outstanding service for 11 years as the dean and 17 years as a professor of management. He was instrumental in developing our M.B.A. program and securing AACSB accreditation. Dr. von der Embse will be sorely missed. Please join me in wishing him the very best as a *professor emeritus* of IU Kokomo. His appointment as a Distinguished Hoosier by Governor Daniels is not only an honor for him but also for the School of Business family.

Thanks again for your continuous guidance, support, and generosity. Please stay in touch.

Cordially,



Niranjana Pati, Ph.D.  
Dean and Professor of Operations  
Management

**Table 1—Percentage of Students Reporting Favorable M.B.A. Experiences**

Academic Experience	
IU Kokomo	72
IU South Bend	61
IU Southeast	69
Professors Interesting	
IU Kokomo	81
IU South Bend	65
IU Southeast	83
Professors Accessibility	
IU Kokomo	99
IU South Bend	64
IU Southeast	76

Source: *Best 282 Business Schools 2007 Edition*, The Princeton Review, Inc, NY

**Table 2—Tuition and Fees Comparison for North Central Indiana Schools of Business**

4- Year Undergraduate*	
IU Kokomo	\$21,202
Ball State	\$28,088
Indiana Wesleyan	\$73,136
Anderson	\$83,880
M.B.A.*	
IU Kokomo	\$8,147
Ball State	\$10,900
Indiana Wesleyan	\$18,493
Anderson	\$13,690
AACSB International Accreditation	
IU Kokomo	Yes
Ball State	Yes
Indiana Wesleyan	No
Anderson	No

\*Based on the information available. Figures are not exact as the tuition and fees change every year.

## School of Business announces scholarships

During a May 4 luncheon, the School of Business recognized scholarship winners for the 2007–2008 academic year and student award honorees. Alumna Stephanie Oden, M.B.A., spoke at the luncheon. Oden has developed and operates a business and management consulting firm, LiveWire Consulting.

John Kelderhouse, an accounting and finance major from Peru, received the Outstanding Accounting Scholarship, Business and Economics Accounting Scholarship, the Fingleton Accounting Scholarship, and the Beta Gamma Sigma Scholarship.

Other undergraduates honored included:

- Sandra Hamilton of Mulberry, accounting major and recipient of the Business and Economics General Scholarship
- Cynthia Heigl of Kokomo, marketing major and recipient of the William G. McGowan Award
- Effie Jones of Flora, accounting major and recipient of the Indiana CPA Society Award
- Aaron True of Kokomo, finance major and recipient of the Sita C. and C.L. Amba-Rao Service Undergraduate Scholarship
- Megan Mathews of Fairmount, accounting and finance major and recipient of the 2007 Outstanding Business Undergraduate Award
- Justin Smith of Kokomo, finance major and recipient of the Bucheri, McCarty & Metz Scholarship
- Jeffrey Vincent of Kokomo, finance and marketing major and recipient of the Patricia Pencek Endowed Scholarship

Four Master of Business Administration (M.B.A.) candidates received scholarships:

- Grant Hammond of Kokomo, recipient of the Pendse Outstanding M.B.A. and the 2007 Outstanding Graduate Student in Business Award



School of Business students honored on May 4 were, left to right, front, Jeffrey Vincent, John Kelderhouse, and Bryan Piper; back row, Tracy VanSandt, Justin Smith, Sandra Hamilton, Effie Jones, Megan Mathews, Cynthia Heigl, Grant Hammond, Kathleen Cunningham and Beth Parker. Not shown: Ranelle Royal and Aaron True

- Beth Parker of Westfield, recipient of the Sita C. and C.L. Amba-Rao Service M.B.A.
- Bryan Piper of Peru, recipient of the Business and Economics General Scholarship
- Ranelle Royal of Peru, recipient of the Brad Stansbury Memorial Scholarship

Students In Free Enterprise Service Awards went to M.B.A. student Kathleen Cunningham of Kokomo and human resources major Tracy VanSandt of Tipton.

## My Gift to Indiana University Kokomo School of Business

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# STUDENT SUCCESS

## ***Business graduates excel at national test***

**S**chool of Business students received high scores on the Educational Testing Service (ETS) Major Field Tests in spring 2007. All graduating business students take the Major Field Test in Business, while all Master of Business Administration (M.B.A.) graduates take the Major Field Test for M.B.A.

About 9,000 undergraduates at 181 institutions participated in ETS testing in 2006-07. The test score for the IU Kokomo's undergraduate students was at the 95th percentile of the national group in spring 2007. The average test score for Kokomo M.B.A. students was at the 85th percentile of a national testing sample of 5,500 students from 131 institutions.

The tests are designed to measure the basic knowledge and understanding achieved by students in a major field of study. Test results enable academic departments to better assess and refine curricula and evaluate the student progress.

In spring 2007, the School of Business moved to having students take the major field tests online. This new technology allows the school to receive test scores immediately.

# INTERNSHIP

## ***Delphi selects M.B.A. student Ranelle Royal for internship***

**R**anelle Royal of Peru, an IU Kokomo student in the Master of Business Administration (M.B.A.) program, is spending her summer as an intern with the Global Supply Management department of Delphi Electronics & Safety in Kokomo. Working with supervisor Troy Zerbe, Royal is conducting supply chain and market research on Delphi's wireless and semiconductor products. "My goal is to create a robust, reusable strategic database of supply chain research that the department can continue to utilize for analysis and reporting after the internship is finished," she said.

Delphi offers around 45 internships in Kokomo each summer, with the goal of finding candidates for full-time employment, according to Mary Ann Fultz of Delphi Staffing. The position offered to Royal was one of the very few non-engineering internships open, Fultz said. "And, Ranelle was good fit."

Royal holds a B.A. in Telecommunications and East Asian Studies, which she started at IU Bloomington, and completed at Yonsei University in the Republic of (South) Korea. She worked in international advertising in Japan for four years, then returned to the United States, where she continued her sales and marketing career, focusing on Asian markets.

"When we interviewed Ranelle, we saw that she had excellent communication and organizational skills, and a good ability to work independently," Fultz said. "Her experience in conducting Internet research and her studies in supply chains were a unique match to this internship. A lot of lucky things came together."

Candy Norman, who coordinates student internships as Indiana University Kokomo's Assistant Director of Community Outreach, and M.B.A. program director Linda Fitch made the initial internship inquiries with Delphi, Royal said. "Without them, this would not have happened."

Royal anticipates completing her M.B.A. in May 2008. Simultaneously, she will complete a B.S. in Computer and Information Technology from Purdue University College of Technology in May 2008.



Ranelle Royal

## ***Nation's best***

*Continued from page 1*

ratings from their own M.B.A. students, in a survey regarding academics, student life, and admissions and career placement services

Surveyed IU Kokomo M.B.A. students described the faculty as "excellent instructors with teaching awards . . .

extremely knowledgeable and very eager to help students." IU Kokomo's program was described by those surveyed as "attuned to the regional industrial base of north central Indiana and well designed "to meet the overall aspiration of the employees of local companies."

## **School of Business earns fourth McGowan Award**

The McGowan Charitable Foundation has awarded a fourth consecutive scholarship to the IU Kokomo School of Business, to cover a full-year's tuition for a student. "It is a great honor that the McGowan Foundation has awarded IU Kokomo a total \$54,895 over the last four award cycles [since 2004] in this competitive funding," said School of Business Dean Niranjani Pati, Ph.D.

Eligibility for the McGowan Scholar Award is open only to schools of business accredited by the Association to Advance Collegiate Schools of Business International—as is IU Kokomo's—or the Association of Collegiate Business Schools and Programs.

## **Heigl named McGowan Scholar**



Cynthia Sheppard Heigl

Faculty members designated Cynthia Sheppard Heigl of Kokomo as the latest recipient McGowan Scholar Award, valued this year at \$12,506. Concentrating in marketing and distribution, Heigl was nominated from among undergraduates scheduled to complete their B.S. in Business degrees in May 2008.

Last year, Heigl served as a presenter for the campus's Students In Free Enterprise (SIFE) team in regional competition. She also organized a SIFE drive to collect school supplies for distribution in Afghanistan. As part of SAGE (Students for the Advancement of Global Entrepreneurship), she helped establish an Access database of area schools.

Before coming to IU Kokomo, Heigl earned a two-year degree in marketing and graphic design from Olivet Nazarene University in Illinois. She has worked for Pulaski Developmental Services and Pulaski County YMCA.

## **Center for Economic Education earns five-year accreditation**

The National Council on Economic Education (NCEE) has reaccredited the Indiana University Kokomo Center for Economic Education for the maximum period of five years. Only 18 such university-based centers across the country passed reviews in 2006 to achieve full accreditation.

Directed by Professor of Economics Kathy Parkison, Ph.D., and assisted by Professor of Education Margo Sorgman, Ed.D., the IU Kokomo Center for Economic Education offers workshops and resources to help elementary and secondary teachers throughout north central Indiana incorporate economic principles into classroom curricula.

Parkison represented the center at the NCEE annual conference in New York City in October, when the 18 fully accredited centers were honored.

## **Entrepreneurship challenge to high schoolers**

Through the center's efforts, IU Kokomo will host one of the two Entrepreneurship Youth Institutes to be offered this fall by the Indiana Council for Economic Education. (The other will be at Purdue University, West Lafayette.)

Forty-eight area high school students and 12 teachers will be invited to the September 10 and 11 institute at IU Kokomo. Campus faculty and students, along with experienced entrepreneurs, will introduce the younger students to the basics of starting a business and entrepreneurial careers.

Upon completing the institute, participating high schoolers will be challenged to develop a plan for a current or future Indiana-based business. Their teachers will receive materials to integrate entrepreneurship into curricula. In December, those students and teachers will return to IU Kokomo to present their business plans.

# ADVISORY BOARD

## **We appreciate the efforts of these School of Business Advisory Board Members:**

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## ***Chulkov brings experimental economics to School of Business classes***

Assistant Professor of Economics and e-Business Dmitriy Chulkov, Ph.D., participated in a workshop series on the use of computerized experiments in teaching economics on May 11, 2007. Presented by the Georgia State University Experimental Economics Center under a grant from the National Science Foundation, the workshops provided instructors from more than 30 Midwest universities with hands-on guidance in instructional experiments.

Computerized economic experiments allow students to act as buyers and sellers in a real online market environment, Chulkov said. “Students can experience the ‘invisible hand’ of the market and explore the effects of taxes on buyers and sellers.”

Research on student learning in economics classes “provides substantial evidence that supports the effectiveness of this addition to pedagogic methods,” he added.

Chulkov’s participation in the workshops opens the door for the IU Kokomo School of Business to use the EconPort digital library, which contains a large collection of economics educational resources. The EconPort software was created,

## ***Kareem Shabana to teach management***

Kareem M. Shabana will join the School of Business faculty in fall 2007 as an assistant professor of management. He will teach Administrative Policy, Organizations and Organizational Change, and Introduction to Business Administration.

Shabana anticipates completing his doctoral dissertation this summer at The Terry College of Business at The University of Georgia. His doctoral thesis looks at the nature and practice of corporate social responsibility, from both moral philosophy and managerial perspectives. Operating



Kareem M. Shabana

beginning in 2002, under a National Science Foundation grant and is available free of charge for instructors and students at IU Kokomo.

Chulkov has already incorporated some economic experiments into his classes immediately. Students in his E201 “Introduction to Microeconomics” Summer I session class participated in a set of market trading experiments. “The students had fun trading with each other, but they also saw the application of economic concepts such as demand and supply and the market equilibrium,” Chulkov said.



Dmitriy Chulkov

responsibly toward both stockholders and society can be “tricky,” Shabana said. “If you do good things, you must spend money. Whether the market rewards it or not is unclear. Statistical studies are inconclusive [on the best direction for businesses to take].”

Shabana’s previous teaching and research has focused on strategic management, social issues in management, and business ethics. He also brings to the classroom his experience as general manager for his family’s manufacturing business in Egypt.

He has written articles for two faculty reference/research guides due out this year—the Encyclopedia of Business Ethics and Society and the Oxford Handbook of Corporate Social Responsibility. In 2005, Shabana authored a case study for the sixth edition of *Business and Society: Ethics and Stakeholder Management*, titled “Martha Stewart: Insider Trading or Free Trading.” The article didn’t judge the homemaking diva’s guilt or innocence, Shabana said. “It was a timely issue, and a good opportunity to clarify what is insider trading, what information can and cannot be shared.”

## ***The School of Business would like to recognize the following donors:***

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During 13 years of teaching Organizational Policy and Strategy, the professor has overseen 80 capstone projects in which student teams—both M.B.A. candidates and undergraduates—served as pro bono consultants to local businesses as part of their course requirements.

Professor von der Embse plans to continue teaching part time, consulting, and writing, particularly on the subject of business ethics. He is currently completing revisions to the third edition of a series of management texts he authored for the National Management Association.

With retirement, von der Embse will end his weekly commutes between campus and southwestern Ohio, where his wife, Kay, serves as a hospice social worker. The couple co-founded a not-for-profit, community-based hospice a few years ago with a group of health professionals and Professor von der Embse serves on its board. Although he'll be moving to Ohio permanently, von der Embse said he'll still feel a strong Hoosier and IU connection. He obtained his M.B.A. at IU Bloomington prior to his doctorate from The Ohio State University.

“And, I'll continue to be a Colts fan, except when they play the Bengals,” he added. “Were it not for our families in Ohio, I would want to remain in Indiana.”



Tom von der Embse, seated at center, is surrounded by faculty and staff who served with him throughout his 17 years at IU Kokomo. They are, clockwise from left, Diane Stout, Terri Butler, Joan Hoch, Mohammad Meybodi, Dianne Roden, Steve Cox, Kathy Parkison, and Marilyn Kintzele.

## ***Collegiate Management Program Report—2006-07***

**T**he Collegiate Management Program is a national initiative that partners Small Business Development Centers (SBDC's) with colleges and universities. The program marries a valuable learning experience for students with business' needs for assistance, thereby serving the larger community while furthering the university's educational mission.

Professor Tom von der Embse engaged his senior Organizational Development and his M.B.A. Business Policy and Strategy classes in consultation with area businesses. In the Organizational Development and Change class, the students perform an organizational analysis and recommend improvements to the client. In the M.B.A. course the students assist businesses in planning, implementing and developing strategies; conducting a comprehensive assessment; and recommending a strategic direction for the client.

During the 2006-07 academic year, seven projects were conducted in the senior course and eight in the M.B.A. course. Client businesses covered a variety of services, including high-tech web design, retail merchandise,

insurance, health and eye care, veterinary, event planning, automotive reclamation, wholesale plumbing, signs and promotions, glass, and bakery services.

The IU Kokomo School of Business was the first school in the area to participate in the Collegiate Management program, and will continue to work with the Indiana SBDC to arrange projects with business firms and public organizations, bringing students and practitioners together in the common enterprise of learning and organization success.



Collegiate Management Program consultants pose with their clients from the Jefferson Animal Hospital, left to right front, Dr. Robert Morrow, Ashley Wells, and Sid Rege; back row, Scott Morrow, Deepu Nair, SBDC coordinator Monty Henderson, and Dr. Tom von der Embse.

# GUEST SPEAKERS



Jim Stanley, president of Duke Energy, Indiana's largest electric supplier, spoke April 11 at IU Kokomo, as a guest of the School of Business's Leadership Lecture series. Stanley discussed leadership strategies that define and promote socially responsible businesses. In February, the series hosted a talk by Subodh Karnik, president and chief executive officer of ATA Airlines.



Indiana State Representative Jim Buck (District 38), second from right, spoke to IU Kokomo Master of Business Administration students on March 22 about attaining his own M.B.A. and his professional career with Delphi-Delco and in real estate. He posed with officers of the M.B.A. Student Association, sponsors of his visit. They are, from left, president Beth Park, secretary Scott Voorhis, and vice president Angela Robinson.

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