Michael Tidwell, Dean of the College of Business, officially began his duties on July 1. Dr. Tidwell was formerly assistant dean, and associate professor of Management in School of Business at Clayton State University, near Atlanta, Ga.

Dr. Tidwell previously taught at the University of Kentucky, Lexington, Ky.; Whitworth University, Spokane, Wash.; Truman State University, Kirksville, Mo.; Daystar University, Nairobi, Kenya; CHM College, Ulhasnagar, India; and Birla College, Birla, India. He has also traveled extensively throughout Asia, Africa, and Europe.

Outside of academics, Tidwell worked as assistant product manager in the marketing department of Epson America and has worked as a management consultant with numerous organizations around the nation. His research interests include workplace deception, employee intelligence, and organizational socialization within multinational corporations.

When asked about his plans for the College of Business, he remarked, “the past few months have reminded us of the grave importance of our work...we are here to help our students sharpen their ability to learn and lead in an often turbulent and rapidly changing global economy. With increased global competitiveness and wider societal acceptance of governmental intervention, business schools are rethinking the way they construct and deliver business education. Our plan is to develop a small set of strategic priorities to help us address these challenges while exceeding stakeholder expectations.”

Tidwell, a native of southern California, earned a bachelor’s degree from Ball State University, and master’s and doctoral degrees from Washington State University.

With increased global competitiveness...business schools are rethinking the way they construct and deliver business education.

— Dr. Michael Tidwell

Construction on Sutliff Hall has begun. The $10 million project includes the addition of a third floor and a “bump-out” addition to the quad side of the building. With a completion date of August 2011, the building features a Wall Street-inspired financial trading floor, a two-floor atrium, and specialized classrooms for Accounting, Management, and various other business disciplines. Upon completion, the new facility will house all faculty, staff, and administrative offices. Dedicated space for student-led business organization are a new addition to the building.

Architect’s renderings.
Leadership on the Edge Featured by AACSB

Every fall, MBA candidates are invited to participate in Leadership on the Edge (LOTE) as part of their graduate educational experience. LOTE is designed to provide insight and reinforce leadership theories taught in the classroom, by asking students to practice those theories in an unfamiliar and unpredictable wilderness environment. Over Labor Day weekend, students climb the Knife Edge Ridge of Mt. Kathdin in Maine. This route provides the opportunity for the team to practice and hone its management, leadership, and coping skills in a challenging environment.

According to MBA candidate Scott Danouski, “The LOTE trip was an insightful and challenging learning experience exploring how groups function through their interactions with the unknown.” The experience was designed by Dr. Darrin Kass as a real life case study for his graduate level Leadership course; so the trip is designed to reinforce business and leadership principles taught before and after the experience. According to MBA candidate Janel Petrovich, “The LOTE class trip was a life changing experience. While on the trip I learned so much about myself. Because of this I found the class to be more effective and the class materials to be easily relatable.”

During the first year of the LOTE program, the College made a documentary to chronicle the experience. The film shows how leading in uncertainty can be emotionally, physically, and psychologically exhausting. Made possible by a generous donation from Hudock-Moyer Wealth Management, the documentary was recently showcased in the July/August 2010 edition of BizEd, a bimonthly magazine targeting leading b-schools, corporate universities, and others involved in management education. BizEd is a publication of AACSB-International.

LOTE is designed to provide insight and reinforce leadership theories.

— Dr. Darrin Kass

AACSB Reaffirms College of Business

The Association to Advance Collegiate Schools of Business (AACSB) reaccredited the Bloomsburg University College of Business earlier this year. The College is one of just 596 schools of business, or less than 5 percent of all business schools worldwide, to earn accreditation. Only 5 of the 14 Pennsylvania university system schools hold the accreditation.

Accreditation by AACSB International, is a voluntary, non-governmental review of education institutions and programs. Institutional accreditation reviews entire colleges and universities, looking at factors including the quality of teaching and curriculum, faculty knowledge and students’ educational experience and outcomes. Institutions that earn accreditation confirm their commitment to quality and continuous improvement through a rigorous and comprehensive peer review. AACSB International is the longest serving global accrediting body for business schools that offer undergraduate, master’s, and doctoral degrees in business and accounting.

AACSB International is the longest serving global accrediting body for business schools.

SIFE Team Finishes Second in Regionals

Bloomsburg University’s Students in Free Enterprise (SIFE) team finished second at the Regional Competition in New York, where they made professional presentations to a panel of judges comprised of CEOs and vice presidents of sponsoring companies. SIFE unites a diverse network of university stakeholders, including students and business leaders, to create a sustainable global business environment. BU’s 62 member SIFE Chapter includes students from the Bloomsburg University College of Business, the College of Science and Technology and the College of Education.