The College of Business Advisory Board was originally founded to advise the dean on matters related to student career planning and student development. But over the last few years the board’s role has changed in an attempt to fully leverage the expertise of successful alumni and executives. The board is charged to find innovative ways to recruit and develop promising students, aid the College in developing corporate relationships, and assist in the College’s fundraising efforts,” says Michael Tidwell, dean of the College of Business. “The only way for the College to achieve its new strategic plan is to build a world-class board that helps drive and direct our efforts.

“We want to make the [business] school one of the best in the country,” says Bob Moore ’80, one of the newest members of the board. “It’s about making sure the students are well-trained and have all of the resources that they need to make it. I know the board can help to achieve this.”

The advisory board helps support the dean of the college and gives advice to help mold classes and curriculum to meet the standards of the ever-changing business climate. Another job is to serve as “ambassadors” who visit campus once or twice each semester to give lectures about what students should expect after graduation, while providing a perspective that differs from their professors’. They also help to establish connections and networking opportunities.

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— Bob Moore—
— Energy Industry Consultant—

Fraud Examination Program is a National Model

In 2002, not long after the infamous Enron scandal left investors dismayed, former Bloomsburg University professor Michael Blue began to construct a concentration that would set BU’s accounting program apart. The fraud examination program was born.

The program has received a lot of attention since its early days when Blue and his colleague professor Mike Shapeero pioneered the concentration. The university approved the concentration in 2005 as a focus area within the rigorous accounting program. Soon thereafter the Wall Street Journal called to interview Shapeero about the “the nation’s first concentration in fraud examination.”

Experimentation was the story of the program in its infancy. Blue and Shapeero were building from the ground up and using whatever staff and course resources were available.

“We were teaching many of the same classes every year and trying to keep things interesting. Then we were presented with a great opportunity like this,” says Shapeero. “Half of the classes I teach now weren’t even here when I started. It’s been a wild ride.”

The program has grown and been refined from its original six classes to now include Legal Aspects of Fraud and Security Systems Management on top of the basic Intro and Advanced Fraud Examination classes. It gives students a thorough understanding of how to identify corporate crimes, like misappropriation of assets and fraud.

“The program has caught the eye of many accounting recruiters and government agencies,” Shapeero says.
Supply Chain Students Grow Academically and Professionally

The Supply Chain Management Career Concentration is designed to develop career-ready graduates. Built on a benchmarking study of supply chain-related programs at 41 other universities, the Bloomsburg University concentration is interdisciplinary and develops students’ skills in information technology management, operations and supply management, and marketing. It includes topics in enterprise systems, project management, distribution and logistics, process design and efficiency, supplier relationship and customer relationship management, business-to-business marketing, and e-commerce.

The supply chain encompasses all activities associated with product creation, including value-adding services and associated data and information flows. Supply Chain Management is the integration of these activities through improved supply chain relationships to achieve sustainable competitive advantage. Resource allocation (e.g., capacity, facilities, inventory, and workforce) and customer relationship management are key objectives for supply chain decision makers. Companies that effectively leverage their supply chain will gain an edge in a competitive marketplace.

“While managing the supply chain is an increasingly important aspect of running any organization, it is especially critical for small and mid-sized businesses”, says John Grandzol, Professor of Management. “These businesses tend to be the most vulnerable to supply interruptions, quality failings, and other supply risks because they have tighter margins, less ability to anticipate and respond, and little to no bargaining power compared to larger organizations.” Effective supply chain management helps these businesses understand and actively manage supplier relationships, customer relationships, order fulfillment, and other processes that lead to survival and sustained profitability.

“To ensure this concentration’s continual relevance, the concentration’s capstone seminar integrates the conceptual relationship-based approach developed by the Global Supply Chain Forum to ensure graduates understand career expectations,” says Christian Grandzol, Assistant Professor of Management. But the learning opportunities don’t stop there; students also attend professional supply chain management conferences. In September 2010, several students traveled to Bethlehem, PA to attend the “Excellence in Supply Chain Education” conference. The conference was jointly hosted by the Congress for Progress and the Association for Operations Management. Students attended presentations on constraint management, blended project management, global sourcing, inventory management, supply chain visibility, and Lean Six Sigma demand management. Approximately 95% of the roughly 200 people in attendance were practicing supply chain or planning professionals. So, in addition to the valuable content, students benefited from the career-related networking and professional development opportunities.

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nities for fundraising and job placement.

“The business world changes, and changes rapidly,” says board member, John Gardner ’78. “We are the bridge between the academic setting and the real-world setting. We really want to help give the students real-world advice from a number of different views.”

The advisory board members understand the ins-and-outs of student life. They want to help make things easier for the students while simultaneously helping the College improve and reach its goals.

“We’re here to make sure that the school is working for the students,” says Moore. “Everyone should be there to help students grow and mature in every area to help pull them through. We want to make sure BU helps find their kids the best internships and jobs during and after school.”

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The concentration, in conjunction with the Accounting major, helps boost the value of College of Business students to future employers.

Because of the program’s reputation and visibility, Shapeero often receives calls from other accounting professors who are curious about the program or considering building a program of their own. “We don’t want them to have to reinvent the wheel like we did or have to build it blindly, so we share information with other schools,” Shapeero says. “My hope is that students walk away with a certain set of skills that will help them prevent future situations like Enron. Fortunately, I believe we do that, and this program will certainly help our students gain a competitive advantage in the real world.”