When three of Accounting Today’s top 25 firms visit a school to recruit, that says something about the strength and quality of the program. Three of those firms, KPMG, McGladrey and ParenteBeard, ranked numbers 4, 5 and 21 respectively, returned to Bloomsburg University in October looking for prospective employees.

Tim Gooch, partner at ParenteBeard Accounting and Business Advisors and BU alum, says he has been coming to BU for about 11 years because he sees great potential in the students and because he is still very fond of Bloomsburg.

“The caliber of the accounting department education is unparalleled,” says Gooch. “We absolutely find good recruits here, so we keep coming back.”

At ParenteBeard, says Gooch, the goal is to look for students who have energy, confidence and determination, three of the company’s staple attributes. They also seek students who ask a lot of pertinent questions and demonstrate that they care about their future employer.

“Generally speaking, the level of success that we see from BU grads is very good,” says Gooch.

Richard Baker, chair of BU’s accounting department, often gets good feedback from the major firms and corporations where many BU grads begin their careers.

“They recognize we’re a quality program. They know our students understand what they need to be suc-

From its inception in 1930, the business education program has been a cornerstone of Bloomsburg University, laying the foundation for the College of Business and priding itself on staying at the forefront of the ever-changing business climate.

“From only one small program, you now have a college,” states Dennis Gehris, special assistant to the dean of the College of Business. “It helped initiate business instruction and education on campus and has played a major role ever since.”

The program’s history dates back to the days of Bloomsburg State Teachers College. As the university evolved, so did the program that would eventually grow into today’s College of Business.

“The program began focusing on three content subjects – accounting, shorthand and bookkeeping – and providing certification to teach grades 7 to 12,” says John Olivo, chair of business education and information and technology management. “We’ve evolved from these three content areas to 11 content areas reflecting the National Standards for Business Education and from grades 7 to 12 to K to 12.”

Today, the faculty is in constant contact with public schools to stay current on educational trends. Students also attend business conferences to discover new teaching strategies and technologies.

“We feel our future teachers need to be involved in the profession,” says Olivo. “The faculty stay involved at a state, regional and national level and serve on advisory boards and national
**Representative Sample of Faculty Publications for 2010**


**Top Accounting Firms cont. from pg. 1**

cessful at an entry level,” says Baker. “They wouldn’t come back if they weren’t impressed with our students.”

In order to keep the accounting program competitive and continue to generate interest from the elite companies in the accounting world, BU’s program holds true to its tradition of success and pushes students to maintain the level of excellence expected.

“We keep the program rigorous and the standards rigorous, no exceptions. No one passes unless they deserve to pass,” says Baker. “We use a lot of hands-on learning and practice techniques and a lot of computer software. Our students will learn the things they need in order to survive in the real world.

“We try to constantly be ahead of the curve, anticipate when something is needed, and be ready,” says Baker.

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committees, as well.”

With the program’s tradition of excellence, stemming in part from its motto, “Eduating for success in business and life,” the business education program and its 4,000 alumni can boast a 100 percent job-placement rating, and growing respect from the business community.

BU’s College of Business has become one of 596 universities accredited by the Association to Advance Collegiate Schools of Business (AACSB), a premiere business accrediting body. The college has 44 full-time faculty members, and several business education faculty members have been awarded the Collegiate Teacher of the Year Award by the Pennsylvania Business Education Association. Olivo is set to become the National Business Education Association president next year, and the second in BU’s history.