The DeVille School of Business

Embraces 21st Century Learning and Creativity

Today’s business world is global, dynamic and challenging, and business school students need to learn specific strategies to be prepared for the new global economy. Businesses are now asking more and more from students and graduates, looking for the capacity to innovate, to be creative problem solvers, and to bring possibilities to life.

Recently, Dean Carole Mount attended a conference on learning, leading and teaching in the 21st century, featuring Dr. Tony Wagner, Innovation Education Fellow at the Technology & Entrepreneurship Center at Harvard. Dr. Mount was inspired by the message that he carried; so much so, that it helped mold some of the newest courses offered in the DeVille School of Business.

The following are just a few examples of business school courses that encourage new ways of learning and teaching:

Critical Thinking/Problem Solving – Business 233, Marketing in a Global Environment, taught by Trish Berg, Visiting Professor, created a marketing implementation challenge that demonstrates this critical skill. Teams are given $30 in cash and challenged to come up with a product or service and invest the $30 into creating it. Then they need to determine a marketing strategy, market and sell the product or service, and make a profit. And by the way, this all needs to be done in one week!

Initiative and Entrepreneurial Skills – The recent mid-term in Dr. Steve Edelson’s Business 382 course, Creativity and Innovation, was a practical exam that put these skills to the test (literally).

The mid-term exam required that two groups of students describe how they would creatively and innovatively sell a product or service on campus using a start-up fund of only $20, and they would have only 24 hours to execute this plan. In their plans, students had to identify a charity to which they would donate the proceeds, and their post-sale plan involved writing a short recap and providing a ledger. The results were that after 24 hours with their start-up funds, the groups realized profits of $71.25 and $66.00, which were donated to charity. Edelson notes, “That means in 24 hours, these groups were creative and innovative enough to make over 343% profit.”

Curiosity and Imagination – Fairy tales like “Rapunzel,” “Cinderella” and the “Ugly Duckling” might not be seen as required reading for business students, but Edelson had students write an original story using a Grimm or Andersen fairy tale as the thematic basis. “The student’s original story must incorporate business themes as well as, common in fairy tales, the lesson learned,” Edelson said.

Business 382 students also examined the work of YouTube phenomenon Jon Cozart, a musical performer whose “After Ever After” Disney parody has had over 22 million views in just seven months. Dr. Edelson’s students had the opportunity to participate in a Skype guest lecture session with Cozart, to learn more about the synergy of creativity and business.

The essential message is that the world no longer cares about what you know, since practically all information is available to everyone, right at their finger tips, through their electronic devices. Rather, it’s more important to know how to access that information, use it creatively and communicate it effectively in an environment that demands leaders who are agile and adaptable and entrepreneurial in spirit.
“Oh, what a tangled web we weave when first we practice to deceive,” noted Sir Walter Scott, and this quote neatly summarizes the key message of “Facing Fraud Head On: A Fraud and Ethics Symposium” held in the Barrette Center on September 23. A large audience of local accountants, attorneys, bankers, public officials and business school students and faculty learned about the impact of fraud and unethical behavior from engaging keynote speaker Weston Smith, former CFO of HealthSouth Corporation, which at its peak in 2003 was the largest publicly listed health-care company in the United States.

In his presentation, Smith described the HealthSouth fraud case as “one of the iconic frauds of our time” and outlined how the corporation’s foundations began to crumble when the U.S. Securities and Exchange Commission began investigating a multi-billion dollar financial statement fraud. Smith found himself as the lead informant in an accounting fraud case of epic proportions, but once company earnings were overstated and reported numbers were submitted, the “snowball effect” began. “Continuing the fraud was the only way to keep it from being exposed,” he said.

Eventually, as the company’s chief financial officer, he decided to report a $2.7 billion fraud to the FBI, and a dozen people came forward to admit to their role in the financial shell game. Smith received a 27-month prison sentence and was ordered to forfeit $1.5 million in assets.

In a presentation that often sounded like the plot for a John Grisham novel, Smith emphasized that “the story is really about the toll on the innocent,” because of the many people who lost their jobs. His warning message about doing right was clear to the audience, and his business card contains the Bible verse from Proverbs: “Whoever walks in integrity will be delivered, but he who is crooked in his ways will fall.”

The evening, organized by Veritas Solutions Group, a division of Bruner Cox LLP that provides fraud prevention and management services, along with the DeVille School of Business, also included a panel discussion featuring fraud experts including Ohio Auditor Dave Yost, FBI Special Agent Julie Haymond and Michael Peterson, director of global investigations and security services at Goodyear Tire & Rubber Co. Yost cited the book “Seven Signs of Ethical Collapse” as a guide to identifying and understanding ethical conduct, and encouraged students to learn how to recognize and deal appropriately with ethical issues in the business world.

Fraud Statistics

75% of employees have stolen at least once from their employer*
*Source: Wall Street Journal

The average organization loses 5% of its annual revenue to fraud**
**Source: 2012 Report to the Nations: Association of Certified Fraud Examiners

More than 32% of bankruptcies are caused by employee theft***
***Source: US Chamber of Commerce
DeVille School of Business Program
Encourages Women to *Lean In* and Achieve Full Potential

While developing strong business knowledge and skills is the primary focus for all DeVille School of Business students, it’s also essential that women preparing to enter today’s work environments learn how to achieve success by “leaning in” to their careers and develop important leadership skills.

To encourage women to pursue their ambitions and change the conversation from what they can’t do to what they can do, a discussion group has been created based on the book “Lean In, Women, Work, and the Will To Lead” by Facebook COO Sheryl Sandberg. Over 25 female students and faculty gathered for the first time on September 11 to discuss how women in business can achieve their full potential.

The program began with a video of Sandberg’s well-known 2010 TEDTalk in which she described how women unintentionally hold themselves back in their careers. This talk encouraged women to “sit at the table,” seek challenges, take risks and pursue their goals with gusto. The group then heard from Brenda Woods, CFO of the Schroer Group Inc., who described her experiences as one of the few women in a key executive role for the company. “Femininity is not a weakness, a less aggressive style and a ‘don’t say no’ mentality works,” noted Woods.

To build on Woods’ insights, small group discussions looked at today’s corporate environment and how to address issues that could hold women back from becoming leaders. In addition to external barriers that exist in traditional businesses, the group talked about the ways women might hold themselves back by not having the confidence to be outspoken and ambitious, pulling back rather than leaning in.

The committee that identified the value of this information and created this program includes DeVille School of Business’s Karen Stock, Julie Szendrey, Stacy Hilterbrand, Beth Vazzano, Mary Ann Sponseller, along with students Calli Johns, a junior marketing major, and Sarah Feeney, a senior accounting major. Walsh alumni are encouraged to participate in these sessions.

“The strength of this program is the sharing of ideas and information to start a conversation, and our alumni could provide valuable ‘voice of experience’ messages for the students,” noted Karen Stock, who leads the committee.

Join The *Lean In* Conversation!

Wednesday, November 13, from 4:30 to 6:00, will feature a panel discussion with three professional women from a variety of businesses who will discuss what it takes to succeed and share their career-building stories. Panelists include:

- **Christy Erb**
  Assurance Services Supervisor, Bruner-Cox, LLP
  Alumna, 2006

- **Kristen Senk**
  Associate, Benesch, Friedlander, Coplan & Aronoff, LLP
  Alumna, 2007

- **Julie Zonneveld**
  Business System Leader, Keithley Instruments

Mark your calendar for 2014 sessions:

- *January 29*
- *March 12* “College Women Who Rock Week” luncheon
- *April 9*

The sessions are held from 4:30 – 6:00 p.m. in the Barrette Business and Community Center, and are free and open to all. For more information, contact Julie Szendrey at jszendrey@walsh.edu or call 330-490-8090.
Students Get Real World Business Skills Hosting Disadvantaged Business Enterprise Certification Workshop

Walsh University students will get valuable, real world business experience when the DeVille School of Business hosts a two-hour hands-on workshop for disadvantaged business enterprises (DBE) on Wednesday, November 20, 2013. The experiential learning event not only will give the students a chance to apply critical thinking and problem-solving skills, but it also will contribute to the area’s diverse entrepreneurial community by providing the catalyst for regional business growth.

The focus of the workshop is to help DBE owners prepare the information needed for certification, which is required for organizations to become eligible for contract awards from regional transportation authorities. Area transportation organizations actively seeking bids from certified DBE organizations include Akron’s Metro Regional Transit Authority, Canton’s SARTA, Portage County Regional Transportation Authority, and the Akron-Canton Airport.

According to Dr. Michelle Spain, “In business, the best teacher is experience, and the workshop will give our students skills they can’t learn in the classroom. The goal is to supplement content knowledge with the thinking skills needed to address actual business challenges, which is great preparation for the real world.”

The workshop will feature information stations where companies can meet with transportation agencies, banks and legal resources to learn about opportunities and requirements. Marketing and accounting students will be on hand to work with business owners to help them tackle the paperwork needed for the certification process.
Back when you were first entering the business world, count yourself among the fortunate if you had an experienced professional to help you navigate through the uncharted waters of the business world. Because experience is the best teacher, a mentor can provide the practical, intangible and personal insights that can only be learned from somebody who has “been there and done that.”

The DeVille School of Business Professional Mentoring Program is entering its second successful year, and the demand for mentors is greater than ever. The program pairs undergraduate marketing, finance and accounting and business management majors with area business professionals with extensive experience. Mentors are Walsh alumni and professional business people from the local area who believe that this generation is the future, and see this program as an opportunity to help train the next generation.

The time commitment is manageable, with mentors providing students with a minimum of two hours each month along with at least two face-to-face sessions each semester. Mentors can use this time as they choose to help students learn what it takes to succeed in business. The goal of the program is to make sure students receive some preparation and practical experience that will help to distinguish them in the competitive job market.

Getting a glimpse into what goes on behind closed doors can provide lessons that no textbook can teach. “One mentor had his student come to the corporate headquarters and sit in the corner of the meeting room to just listen and learn,” said Pat Berry, program director for the mentoring program. Some of the key focus areas for mentors are the many intangible nuances of the business world, everything from etiquette and dress codes to the correct protocol for international business situations.

Other mentors have students work on real projects, pairing them with executives so that they can not only gain knowledge but also could contribute fresh, young thinking to the process. Walsh student Chelsy Kwiatkowski appreciates the dedication and interest that mentors have in helping students grow as professionals. Kwiatkowski said, “it’s a great opportunity to interact with real-world business people and understand how they got to the positions they are in today.”

“The focus of the program is on quality experiences, motivated students paired with high-level executives creates a win-win situation”

Started with just 10 students in the fall of 2012, the program quickly grew to 30 students by the spring semester of 2013. At the end of the school year, 16 students from the program graduated and received full-time professional job offers. Word quickly spread about these success stories, and this has led to a rapidly expanding program with a great need for more mentors. “The focus of the program is on high-quality experiences, motivated students paired with high-level executives creates a win-win situation,” notes Berry. Over 80 students are currently participating this fall, and with the support of Walsh alumni and area professionals, the program will continue to provide students with invaluable exposure to the business world and prepare them for professional success.

Interested alumni, adjuncts and professionals can contact Pat Berry at 330-490-7418, email pberry@walsh.edu, or download an application from www.walsh.edu/mentor.
Community Fire Department Benefits From Healthcare Management MBA Project

A recent independent research project by a Healthcare Management MBA student is a great example of how Walsh University combines a business education with a real-world application of the university mission of service to others. Offered through Walsh’s DeVille School of Business, the Healthcare Management specialty is designed to provide students with an understanding of the business aspects of healthcare as well as the community impact and clinical dynamics of the profession. “Taking what a student knows and asking “now what?” challenges them to elevate their thinking to the highest levels,” said Dr. Michael Petrochuk, director of the MBA program.

“Fighting one fire is equivalent to playing an entire football game, so it’s important to ensure that volunteer firefighters can handle these demands.” Healthcare MBA student Vicky Gaumer conducted a special project focused on Lodi Community Hospital and the health-related aspects of the community’s fire department. She investigated, analyzed and recommended protocols to ensure the health and safety of the community’s volunteer firefighters and EMS personnel. The study looked at the physical demands, health risks and healthcare evaluations required to make sure firefighters are physically prepared for their duties. “Fighting one fire is equivalent to playing an entire football game, so it’s important to ensure that volunteer firefighters can handle these demands,” said Gaumer. Gaumer also noted how the MBA program helped prepare her for the real world of business. “I was privileged to have the additional experience of presenting my research to a live audience instead of just submitting a hard copy. In the program we did many presentations in front of our fellow students, so I feel very prepared to do it in a business setting.”

The diversity of professions represented by students in the program underline the many applications for a healthcare-focused MBA. Nurses, physicians, attorneys, pharmacists, insurance providers and physical therapists have all participated in the program to advance their careers. Healthcare Management is one of the in-demand MBA programs, and interest in all MBA programs continues to grow. “Currently, 30 percent of all Walsh graduate students are enrolled in an MBA program,” notes Carole Mount, dean of the DeVille School of Business.

DeVille School of Business MBA students comprise 30% of all Walsh graduate students.
Discipline, courage and commitment are all valuable traits in the business world, and a group of DeVille School of Business students truly knows the meaning of these characteristics – members and veterans of the U.S. Armed Forces.

The Yellow Ribbon Program, designed for active members or veterans of the U.S. Armed Forces, is a partnership between Walsh University and the Veterans' Administration to help fund tuition expenses and make a Walsh education more affordable for those who served our country.

More than half of the 40 veteran students currently enrolled in the Yellow Ribbon Program are business majors. Air Force retiree Angela Mikus is one example of how the dedication and discipline learned in the military give her a “no excuses, Sir!” approach to meeting her goals.

After serving 21 years in the Air Force, Angela retired from active duty in April 2012. Married, with three daughters, Mikus started working on her degree in accounting at Walsh this fall, with a goal of graduating in spring 2015. She appreciates how the Yellow Ribbon Program made pursuing a business degree at Walsh possible, and how welcoming the staff, professors and students have been to her. “I think that I’m able to offer input in class at times because I have experiences from the military that are business-related,” Mikus said. adding that “My daughters are happy I’m in school, but they miss ‘mommy’ now that I’m busy studying.”

Military Service Experience Brings Unique Perspectives To Business Education

When you look at the fastest-growing employment categories and job opportunity forecasts, it’s pretty clear that qualified candidates need to have college degrees. Recent U.S. Bureau of Labor statistics show that when it comes to total jobs and rate of growth between 2010-2020, the top 10 categories representing the best opportunities all require specialized business skills and knowledge.

The DeVille School of Business accelerated degree completion program delivered through the School for Professional Studies provides a unique way for busy working adults to compete and succeed in the workplace. This program is designed to allow students to complete their degree while maintaining ongoing job and family commitments. For adults over 23 years of age with at least 30 semester hours of credit, the accelerated degree program can be the best way to get the competitive edge offered by completing a college degree.

This past fall, 93% of all students enrolled in adult accelerated degree programs at Walsh were business majors. Qualifying for promotions and better-paying positions are the main motivating factors for adult, non-traditional students. “We see that our students possess many positive character traits developed in the business world such as maturity, tenacity and dedication, all which help to contribute to their success in the program,” said Vince Jeffries, Director of Recruitment.

With accounting, management and marketing degrees, courses offered in five- and eight-week sessions meeting one night per week and on Saturdays at four different campuses, the program can be the fast track to achieving career success in today’s competitive, employer-driven market.

Accelerated Business Degrees Are In Demand for Adult Learners

Movietta Brown
Accelerated Degree Business Student

Walsh University
Where In The World Will You Work?

A new program introduced this fall can be a valuable route to gaining experience in the international business world. Walsh students can take part in the CAPA Global Cities Program which offers programs in five different cities: Beijing, Buenos Aires, Istanbul, London and Shanghai. These semester or six-week summer study/internship programs are designed to give students an opportunity to do an internship in an international environment while being immersed in the language and culture of the country.

With the business world’s focus on doing business with and in China, students looking to enhance their marketability by becoming “China smart” should look into the Beijing and Shanghai programs. Courses include “Doing Business in China” as well as Mandarin Chinese language study.

Students interested in the South American business world can study Spanish while taking English-taught courses as part of the Buenos Aires, Argentina program.

Globalization, Europe and the Global City are the themes of the Istanbul, Turkey coursework, while delving into the history and culture of this intriguing and complex city.

The CAPA program in London offers one of the most extensive networks of internship sites in London, where you can build professional skills and gain global perspectives.

The costs to participate in these programs are built within the Walsh tuition structure, so that all financial aid, scholarships and course credits apply. The only additional expense is airfare. “Tuition, room and board and coursework are just like a semester at Walsh, while providing the added benefits of enhancing a resume with in-demand international expertise,” notes Dr. Douglas Palmer, Executive Director of the Walsh Global Learning Program. This global experience can come into play in many ways in the real world of business, where employees with international experience can gain and retain positions based on an international cultural understanding and language skills.

For more information, contact Dr. Palmer: dpalmer@walsh.edu.

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POPULAR PROFESSOR-FOR-A-DAY PROGRAM

Coming In January

We welcome alumni to take part in the annual Professor-For-A-Day program to be held January 30 and 31, 2014.

Come and share your talents and experience with students in a wide range of disciplines. This is a very popular program and professor positions fill quickly.

Breakfast and lunch will be provided for all alumni professors.

Please visit the Walsh website: www.walsh.edu/p4d to submit your information. For more information, contact Lucia Cirese, Alumni Relations, at lcirese@walsh.edu or call 330-244-4752.