The Executive Summary

SOUTHEASTERN

Summer 2013 - Volume 4

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"SE is an Affirmative Action/Equal Opportunity Institution."

JOHN MASSEY SCHOOL OF BUSINESS ANNUAL HONORS & AWARDS BANQUET

The John Massey School of Business held their annual Honors & Awards Banquet Friday, April 26th in the Southeastern Ballroom. President Larry Minks offered opening remarks and Dean Lucretia Scoufos served as Master of Ceremonies for the event.

Dr. C.W. VonBergen, president of the Southeastern chapter of Beta Gamma Sigma Honor Society assisted by Dr. Martin Bressler, Dr. Lawrence Silver, and Dr. Robert Stevens inducted the following students into Beta Gamma Sigma: Kara Berst, Lesley Boyd, Ross Davis, Ryan Fondren, Brentain Goodwin, Dillon Hindman, Jeff Hunter, Mason Laidley, Kelsey Lee, Katherine Littrell, Erin McDaniel, Dana Meaders, Amanda Mericle, Vy Nguyen, Halley Palmer, Paige Priest, Sarah Roberts, Kimberly Schreibvogel, Virginia Sealoek, Keeley Underwood, Earlene Walker, April Warren, and Dean Lucretia Scoufos as an Honorary Member.

Dr. Stevenson Smith, Chair of the Accounting & Finance Department, presented the following scholarships: Tracy Stephenson, the Brian Campbell Family Scholarship; Brandy wells, the Dr. C. Henry and Mrs. Jackye Gold Scholarship; Weisiting Huang, the Fremont Hamilton Scholarship; Ross Davis, the John E. and Cleta Sharp Ortloff Scholarship; Greg Johnson and Valerie Bean, the Kevin and Patty Howard Scholarship; Virginia Sealock, the Linnie Ruth Hall Scholarship; Sidni Rains, the Mick Thompson Scholarship; Sidni Rains, Andrew Bishop, Dana Meaders, Nancy Earlene Walker, Micah Slaten, Raylee Mitchell, and April Zimmerman all received Regents’ Scholarships; and Gwendolyn Simmons was named Outstanding Finance Senior.

Dr. Kitty Campbell, Chair of the Marketing and Management Department, presented the following scholarships: Joshua Ringle, Shelia Weber, Johnny Steward, Shacole Smith, and Stephen Knight all received Amanda Whorton Scholarships; Sarah Roberts received the H.C. Rustin Concrete Scholarship; and the John E. and Cleta Sharp Ortloff Scholarship; Travis Timmons, the Leonard A. Campbell Memorial Scholarship; Jeffrey Hunter, the Linnie Ruth Hall Scholarship and the Sullivan Family Scholarship; Kendra Favre, April Warren, Lin Greenwood, Marinda McElroy, and Dianna Gage all received Regents’ Scholarships; Bethany Hodges and Archana Shrestha received Sonic Scholarships. Vy Nguyen and James Thomas received scholarships from the Oklahoma Society of Certified Public Accountants. Vy Nguyen was named Outstanding Accounting Senior and Gwendolyn Simmons was named Outstanding Finance Senior.

Dr. Lawrence Silver, Director of the Master’s in Business Administration Program presented the Don Sands Scholarship and the Thomas and Joanne Todd Scholarship to Ngone Lo, and the Sonic Scholarship to Vincent Ngako. Kara Berst received the award for Outstanding Marketing Senior.

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JOHN MASSEY SCHOOL OF BUSINESS ANNUAL HONORS & AWARDS (CONTINUED)

...ing MBA Student. Mr. Robert Howard, MBA Program Coordinator also recognized students Charles Pease, Vy Nguyen, Shacole smith, Ross Davis, Libby Higgenbotham, and Gwendolyn Simmons for service on the Student Advisory Council.

Regent John Massey, Chairman of First United Bank closed the evening with summarizing his vision for the John Massy School of Business which is based upon qualified teachers, teachers as mentors, knowledge of the workplace, emotional I.Q., and a campus family united to serve.

SOUTHEASTERN STUDENTS RANK NATIONALLY IN STRATEGY SIMULATION

Students in the Business Policy class at the John Massey School of Business recently ranked among the best business students across the nation competing in the Capstone business simulation.

Capstone is a detailed and complex business management strategy simulation which was developed to teach college students and management professionals how to apply corporate strategy, finance, competitive analysis, and effective use of tactics to develop a successful and mission-focused company.

When participating in the Capstone Business Simulation, students are engaged in a dynamic competitive scenario which challenges the students’ business skills. The challenge of the strategy simulation is to develop a successful turn-around strategy for an under-performing company. Despite $100 million in annual revenues, five products that compete in distinct market segments, student teams are challenged to satisfy customer demand for faster, better, and less expensive products. With only five to eight game decisions each representing one year to develop a successful business, student teams are pressured to develop a winning strategy and effectively implement with each and every decision.

Each round of the simulation represents one year in the company’s life. The team makes decisions regarding finance, marketing production, and research and development. At the conclusion of each simulation round, detailed reports are provided to each company detailing company performance. In addition, a detailed industry report provides each company team with information such as available inventory and production capacities. This report affords each company team sufficient opportunity for competitive analysis.

The Capstone strategy simulation provides students a unique opportunity to experience managing a business with the benefit of detailed reports that show the student team clear correlations between management decisions and business outcomes. As each team is faced with a wide range of decision-making options, student teams have the opportunity to test new tactics and take business risks in a risk-free business strategy simulation.

For the spring, 2013 semester, Southeastern Oklahoma State University had eight teams participate in the Capstone simulation. The Top Ten are those teams who are in the top ten percentile of 1,642 teams nationwide currently participating in the simulation for all eight rounds. The Southeastern student team of Smanatha Snow, Christopher J. Roussell, Keeley Underwood, Matt Unger, and Leslie Wessberry, Jr. is among those teams ranked in the Top Ten for eight rounds is now the second year in a row for Southeastern.

Students are not finished, however. At the end of the semester, each student will individually take the CompXM® exam to demonstrate what was learned in the team simulation. The CompXM® exam is used by universities across the country to measure The Association to Advance Collegiate Schools of Business (AACSB) assurance of learning goals and objectives. The Business Policy course serves as the capstone business course for all business majors. The Capstone simulation and other coursework integrate functional business areas of accounting, management, marketing, and finance for corporate and strategic decision making. The Business Policy class is team-taught by Dr. Robert Stevens and Dr. Lawrence Silver.
BrainStorm activities continue through the end of this week at Southeastern Oklahoma State University. The third annual event – held over two weeks — includes lectures on such diverse subjects as science, literature, business, and history, along with musical, dance, and theatrical performances.

Another group of students from the same class won second place in their division for their poster presentation of Non-Profit Internal Control: Oklahoma Southeast. These winning students are: April Johnson, Lance Elliott, Demarae Kirkes, Barry Tally, Turner Ball and Nicholas Wann. I’m not sure that I have a photo of this group but I hope you will mention them too. The presentations and posters covered the capstone assignment to apply accounting and auditing knowledge to help a non-profit organization. As one student said, “This was not just another case assignment to get a grade. This was a real world opportunity to make a difference and to apply knowledge.”

JMSB Student Athlete Chris Roussell

Chris Roussell of Edgard, Louisiana graduated this spring from Southeastern but left his mark both on the basketball court as well as in the classroom. As an athlete, Chris earned the Southeastern’s Men’s Basketball Most Valuable Player and Male Athlete of the Year awards and was selected for the First-Team All-Great American Conference, reaching the 1,000-point mark for his career. Chris also served as President of the Southeastern Student Athletic Advisory Committee and the Great American Conference Student-Athlete Advisory Committee for 2011-12 and 2012-13. In the classroom, Chris was named the Outstanding Marketing Student for 2013 in John Massey School of Business and graduated with a 3.68 Grade Point Average. Chris was also recognized for his work on a business strategy simulation team that placed among the top ten percent of business schools nationwide. Not surprisingly, Chris also earned the University-wide Spirit of Southeastern Award.

JMSB Student Athlete Paige Priest

Student athlete Paige Priest graduated this May with her Bachelor’s degree in Marketing and a minor in Health and Physical Education. Many probably know Paige as the .326 career batting average centerfielder from LaPorte, Texas who helped take the Storm softball team to the regional championships after already the Great American Conference regular season and Great American Conference tournament championship. But you might not know that Paige graduated with a 3.61 overall grade point average and was a nominee for the Great American Conference female scholar athlete award in addition to earning All-American and NFCA Scholar-Athlete honors. In addition, at the John Massey School of Business Honors and Awards Banquet in April Paige was inducted into Beta Gamma Sigma, the International Honor Society in Business.

The Savage Storm’s center fielder started all 54 games for the GAC regular-season and tournament championships. Not only was Paige a leader on the softball field, she hosted a Senior Citizens Birthday Party with SAAC and participated in Unity in the Community, Southeastern’s Community Engagement activity. Paige is already enrolled in a Sports Administration master’s degree program.
Chairs and Office Assistants

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<tr>
<th>School of Business</th>
<th>Dean: Dr. Lucretia Scoufos</th>
<th>Administrative Assistants to the Dean: Mindy House &amp; Shaina McDaniel</th>
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<tr>
<td>Chair</td>
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<td>Dr. David Conway</td>
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<td>580-745-3240</td>
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JMSB FACULTY MEMBERS HONORED AT THE FACULTY STAFF AWARDS BANQUET

Several faculty members from the John Massey School of Business were recognized at the annual faculty-staff awards banquet in April. Dr. Kitty Campbell, Professor of Management received the Outstanding Service Award, Dr. Stan Alluisi, Associate Professor of Aviation Management received the Outstanding Teaching Award, and Dr. Larry Prather Professor of Finance received the Outstanding Scholarship/Research Award. In addition, Dr. Martin Bressler, Professor of Management received the university Professor of the Year Award. To be considered for the university Professor of the Year Award, faculty members must be nominated in all three areas of teaching, research, and service.

KEEPING STUDENTS WELL-FUELED FOR FINAL EXAMS WITH LATE NIGHT BREAKFAST

Serving up “late night breakfast” to SE students during spring finals week are Jason Hicks, Dr. Martin Bressler, and Dr. Kitty Campbell

SE AVIATION SCIENCES INSTITUTE CO-HOSTS THE ANNUAL OKLAHOMA AVIATION EDUCATION AND RESEARCH SYMPOSIUM

Southeastern Oklahoma State University, Oklahoma State University, and the University of Oklahoma hosted the 12th annual Oklahoma Aviation Education and Research Symposium in Stillwater, Oklahoma. The two day symposium brings together aviation educators and researchers from across the nation to present the most recent developments in their field of aviation expertise.

Southeastern Oklahoma State University Aviation Sciences Institute (ASI) faculty, Dr. Stan Alluisi, was a panel participant discussing the issues surrounding aviation accreditation and capstone course delivery methodology. Dr. David Conway discussed the impending closure of contract towers and what is being done to counter the closures. Dr. Charles Marshall, Oklahoma City ASI faculty, facilitated the poster session and moderated the various presenters. The event was well attended by more than 40 faculty members and students.

Aviation Education and Research Symposium attendees