

Business@Oswego.edu

SHRM Superior Chapter Award

The SUNY Oswego chapter of the Society for Human Resource Management (SHRM) earned a Superior Merit Award for the 2008-2009 year. To earn this, members must complete at least 46 activities during the course of the year. The activities include luncheons, letter writing to legislators discussing human resource issues, and the "HR Games," where leading schools compete on regional and national levels.



2008-09 SHRM members

SIFE Student Organization Update

The SIFE students undertook a number of projects this past year. The SIFE teams worked with a number of campus groups as well as businesses in the community. The projects included work with the Small Business Development Center, Pathfinder Bank, Sam's Club and the YMCA in Oswego. The team competed in the regional competition in Cleveland, and they were crowned champions of their league. The SIFE team also competed at the National exposition. While the team did not place at the National exposition, they were commended for their work by the judges for accomplishing a lot with a very limited budget. Over the last year, they have succeeded in increasing their membership, and the Student Association has rewarded them by raising their status on-campus.



2008-09 SIFE members

Summer Spoken English Promotion Project (SEPP)

This summer, Dr. Ding Zhang led a group of three SUNY Oswego students (Jacqueline Bernardo, Ryan Bradwell and Bobby Lord) to Hangzhou, China for the first Spoken English Promotion Project (SEPP) at Zhejiang Gong-shang University.

While in Hangzhou, students sat for a 3-credit, MGT 470 course, "Topics in Chinese Culture and Business," delivered by Dr. Ding Zhang. Not only did Dr. Zhang hold lectures, but he was able to use Hangzhou and surrounding districts of the city as his classroom, which added a unique element to the program. Dr. Zhang's knowledge of Chinese and American culture really helped the students understand and adjust to China, in and outside of class.



Zhejiang Gongshang

In addition to the aforementioned, students also attended Chinese culture classes, taught by ZJGSU faculty, in the morning (i.e., Doing Business in China, Chinese Folk Music, etc.). In the afternoon and evenings, depending on the day, students would hold one SEPP class where they would teach conversational English to 10-15 Chinese students from ZJGSU, for 2-3 hours.

A highlight of the program included a final dinner with members of the Zhejiang Gongshang University delegation that visited SUNY Oswego in 2007.



Students and Dr. Zhang with the Zhejiang Gongshang University delegation

At the end of the SEPP program, Dr. Zhang and the group were able to enjoy a weekend visit to Shanghai, hosted by Shanghai Normal University, one of seven SUNY Oswego partner universities in China.

For further information regarding the SEPP program, please contact Ryan Lemon at lemon@oswego.edu in the Office of International Education and Programs.

* * * * *

School of Business Sustainability Efforts

In support of SUNY Oswego's Green Initiative, the School of Business has been taking steps to promote sustainability awareness both in the classroom and in the community. The undergraduate course entitled Global Business and Society (MGT 475) will be taught in the fall. This course addresses the role that businesses play in environmental sustainability. In addition, an MBA course with a similar focus will be offered this fall at the Syracuse Metro Center.

The School of Business is not only educating students on sustainability, but encouraging them to take action. Members of Students in Free Enterprise (SIFE) partnered with a local Sam's Club to help businesses become more environmentally sustainable. SIFE also created an inventory of environmentally sustainable options that can easily and affordably be implemented in businesses, such as: recycling and waste management; use of environmentally-friendly chemicals and materials; renewable energy sources; resource conservation; and inspiring the general public to act in a more sustainable manner.

* * * * *

Beta Alpha Psi Superior Chapter Award

The SUNY Oswego chapter of Beta Alpha Psi earned a Superior Chapter Award for the 2008-2009 year. The chapter logged 763 hours of professional development activities to earn this award. The members attended presentations by professionals, participated in career and leadership development activities, attended events with financial information professionals, such as Meet-the-Accountants nights, and participated in Beta Alpha Psi conferences in Los Angeles and Boston. In addition, the chapter also logged 1,311 hours of community service, including participating in the SUNY Oswego Toy Drive and the volunteer income tax preparation (VITA).



Students participating in VITA

Business@Oswego.edu
Published by the School of Business

Design, Editing & Production:
Terri Bouffard, Administrative Assistant
Ashley Monaco, Graduate Assistant

Contributors:

- Raihan Khan, Department of Marketing & Management
- Ryan Lemon, International Education & Programs
- John MacDonald, Department of Accounting, Finance & Law

School of Business Dean's Office
Phone: (315) 312-3168
Fax: (315) 312-5309
Email: business@oswego.edu
Website: www.oswego.edu/business

If you are interested in participating in a future Alumni Symposium, please send us an email or give us a call. We also love to get feedback on our newsletter. If there is anything in particular that you would like to see in future issues, email or call!

Please feel free to visit our web site!

Princeton Review

The School of Business was named one of the "Best 296 Business Schools" by the Princeton Review. The MBA program was further distinguished by being one of fifteen schools included on [Princeton Review's "Student Opinion Honors for Business Schools"](#) in the accounting category, which appeared in the April issue of Entrepreneur Magazine. These results were generated from interviews with 19,000 graduate students at business schools nationwide. "We're obviously proud of this latest honor for our School of Business," said Dr. Richard Skolnik, dean of the school. "It's a testament to our faculty's dedication to students and concern for their lifelong success."



Visiting Scholars

The School of Business had the honor of hosting Dr. Yuan Hui as a visiting scholar for the Spring 2009 semester. Dr. Hui is the Director of the Department of Insurance at Xinhua School of Banking and Investment at the Zhongnan University of Economics and Law (ZUEL) in Wuhan, China. He collaborated with faculty to conduct research in his areas of interest: the insurance industry and capital markets.

The School of Business also had the honor of hosting Syed Zulfiqar Ali Shah in the Spring 2009 semester. Professor Shah is an assistant professor at the International Islamic University in Islamabad, Pakistan. While at SUNY Oswego, he taught a section of Corporate Finance and also researched Corporate Governance and Finance.



Dean Skolnik with Prof. Shah & Dr. Hui

* * * * *

Student Awards and Honors

The School of Business congratulates the following students:

- Aleithea Abbott and Christopher Hill each received the Chancellor's Award for Student Excellence, the highest such honor in the SUNY system.
- Graduate student Aleithea Abbott and undergraduate student Jenna Ebbrecht received NYSSCPA Academic Achievement Awards in October 2008. Graduate student Brian Scriptor and undergraduate student Laura Murphy were recipients of NYSSCPA Career Preparation Awards in October 2008.
- Laura Bea Murphy was awarded an American Society of Women Accountants Scholarship in October 2008.
- Carrie Fleischman earned The Bonadio Group Scholarship Award in March 2009.
- Business Administration major Andrew M. Eberhardt received the Eagle Scout Award in April 2009.



Christopher Hill

* * * * *

New Risk Management and Insurance (RMI) Major

SUNY Oswego's newly approved (4/28/09) RMI major has been carefully designed to provide a solid understanding of modern risk management, including buying insurance. The introductory course examines risk in its many varieties and presents ways to address risk through the purchase of insurance, loss reduction and control within the firm, avoiding certain kinds of risk, and using financial & derivative markets to transfer risk. Employee Benefits, Property & Liability Insurance, and Life & Health Insurance are three courses that give detailed understanding of terminology, as well as some theory and rationale for the existence of various types of commercial and personal insurance. These courses also provide discussions of the pressing issues facing most people today: namely, affordable health care and retirement security. Finally, the capstone course for the major allows students to delve into risk model building, significant cases of risk management, and more advanced risk management and insurance topics. A graduate from the SUNY Oswego School of Business Risk Management and Insurance major will be well-prepared to enter the risk management industry, including insurance sales and underwriting, and assisting in analysis of risk within a business.