

2013

BottomLine

Howard University School of Business

Maintaining Currency and Relevance



Leadership for America and the Global Community



Distinguished Degree for Future Executives

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- **18-month program** allows you to finish quickly and focus more time on your career
- **100% online** classes allow you to maximize your time and location
- Access to a **worldwide network** with other top executives
- A comprehensive MBA that **does not require the GMAT** exam

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This flexible online program is now accepting applications.

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SCHOOL OF BUSINESS

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Dean's Message



Students and faculty choose the Howard University School of Business because it provides in-depth classroom instruction, real-world experience, expert speakers from a range of backgrounds, access to global industry leaders and a commitment to research and publication.

Through this magazine, BottomLine, we share with you our “secret sauce,” if you will—the ingredients for our success. How does the School of Business continue to attract student leaders, top-flight faculty and remain high on B-School ranking lists? Part of it is our commitment to excellence, with a dash of our determination to stay abreast of, and ahead of, the markets our students will enter.

For example, this past academic year, our Center for Excellence in Supply Chain Management transitioned from the Management Department to that of Information Systems. This, allowed for better alignment in the coursework and faculty strengths, which provides our students with a more industry-accurate experience. Our key mission is to prepare our graduates for the environment in which they will not only work, but lead.

Because we strive to maintain our position of excellence and leadership as an institution, the 2012-2013 academic year served as a self-study year in our reaccreditation process. We have provided our accrediting body, the AACSB, the Association to Advance Collegiate Schools of Business, with our own evaluation of how our faculty, coursework and other endeavors maintains “currency and relevance.” This includes describing ways our faculty members continue to immerse themselves in their fields. Some of this information you will see on page 25 where we list our faculty publications. Next academic year, 2013-2014, a team will visit to conduct their own assessment of our programs for accreditation.

Through the Center for Professional Development, students are provided a direct line to internship and job opportunities, which we consider a necessary complement to classroom instruction. To further bring the global marketplace to our students, we aggressively seek long-term partnerships with top corporations, such as Boeing. An executive from Boeing has held a seat on our Board of Visitors for many years and now the company has joined our highly-successful 21st Century Advantage Program, better known as 21 CAP, which you can read about on page 4.

We not only bring world leaders to the School of Business, we send students from the School of Business out into the world. On page 14, you’ll read about one of the two South Africa trips our students enjoyed. It is one example of the domestic and international opportunities students are provided to expand their horizons.

Going forward, the School of Business will continue to provide students a solid foundation upon which they can build a leadership career. In an effort to ensure we remain at the forefront of business education, several new efforts are underway. Our physical space, the bricks behind the School of B, has housed our operation for 43 years. When it was built, research didn’t start with “www,” instead, it often began with a trip to the stacks. The building’s basement now houses our library’s archival materials, which is largely untouched as students have access to a world of information with a few key strokes. We will transform that space into an environment conducive to the current language of business: case study meetings, database searches and presentation space. These upgrades are essential to recruiting top students as well as to recruiting and maintaining the best faculty. Similar improvements will be made to

our auditorium, which this year hosted ambassadors, CEOs and politicians. Technological improvements will allow us to stream these talks for those of you who may want to join us online. We're pleased with the improvements we have in store, which we consider Phase I of bringing you a better School of B. the next phase will be raising funds for a brand-new, state-of-the-art building.

As always, we truly appreciate the support of our corporate partners, those companies that award grants (such as Ford Motor Corp, see page 6), the dedicated faculty, our students and their parents. You can see from the pages that follow, there is no one ingredient responsible for the excellence in the School of Business—it's a synergy which occurs when all of these program, partners and plans come together.

Sincerely,



Barron H. Harvey, PhD, CPA

Congratulations to Dean Harvey

Dean Harvey Inducted into Washington, D.C. Hall of Fame Society

On April 21, 2013, Dean Barron H. Harvey was inducted into the Washington, D.C. Hall of Fame Society as a recipient of the Legacy Award, for his exemplary service and efforts in education.

The Washington, D.C. Hall of Fame Society recognizes District of Columbia residents who have made an impact in the community, in their respective field, and led innovative projects that have improved schools and enhanced the quality of life. The Hall of Fame induction is a tribute to D.C. residents who have been activists for change. For decades, Dr. Harvey has committed himself to education and professional development. Throughout his academic career he has held many administrative positions at Howard University, as well as, faculty positions at the University of Nebraska, University of Miami, and Georgetown University. Through his scholarly works, Dr. Harvey has published more than 40 articles and given numerous lectures. He has also played a major role in developing opportunities for students to excel and obtain the best education nationally and globally.



AMEN! HUSB Launches Executive Program for Ministers

Bishops, pastors and other religious leaders participated in the first Executive Leadership for Ministers program April 8 through 12. Designed to provide ministers and church leaders with a business education foundation, the program welcomed 25 program participants from various denominations. Those in attendance represented small urban congregations and large, mega churches.

The program curriculum included intensive study of:

Strategic leadership,
Financial management,
Business ethics,
Entrepreneurship of the church,
Technology integration, and
Marketing and branding.



The program was designed by the Howard University University School of Business under the direction of Kim R. Wells with support from its partner Urban Ministries Inc., a national leader in Christian publications and leadership development.

Church leaders also completed four days of business case and group presentations on church growth and management. The comprehensive week of study also included a “back stage” benchmarking tour and management presentation by the leadership of the First Baptist Church of Glenarden. In addition to its reputation as a powerful spiritual center, the church is recognized nationally for its excellence in church management, leadership development and church growth.

The week concluded with a formal luncheon where certificates of participation were presented to each minister and as customary at the Howard University School of Business, a pinning ceremony was conducted. Wells, the School of Business director of executive education said, “The Executive Education Program has truly found a critical need to support in this program. We have been overwhelmed by the excellent feedback we have received from all of the leaders that have attended the inaugural program, many of whom are already planning to send other members of their leadership teams, and recommending the program to their national organizations.” Executive Education will be announcing this spring the dates of upcoming programs in 2013-2014.

Boeing Joins 21 CAP Program with a Range of Activities

Last year, Boeing’s chief executive officer, W. James (Jim) McNerney, Jr. participated in the School of Business’ Executive Lecture Series. Impressed with the students, McNerney committed to develop an intimate partnership with the business school. Led by Board of Visitors member Frank Weaver, Boeing developed a hands-on relationship that includes a high level of contact with the students. “Each student on the team has an individual mentor from Boeing. That’s invaluable,” said Karen Nash, director of the 21st Century Advantage Program, 21 CAP. “Students meet with their mentors weekly by phone or in person and the team meets weekly. Boeing is definitely committed to this partnership and committed to the success of the students.”

The company has hosted seven workshops during its first year.

“The company’s goal is to prepare students first for an internship at Boeing and then for a full-time position with Boeing after graduation,” Nash said. “This summer, Boeing will have its first set of freshman interns.”

Team leader Ashlee Green, a sophomore accounting major, is a Boeing intern and has enjoyed her time with the team. “It’s been a once in a lifetime experience.”

“Boeing took us under their wing and invested a tremendous amount of time and money to better us as a team and as individuals,” Green said. “Throughout the semester they have worked very closely with us in an effort to provide company exposure and interaction, professional development, team building, and mentorship.”

The team visited Boeing in Philadelphia, home of the V-22 Osprey and Chinook assembly plants. “The team was introduced to the company’s military aircraft through tours of the Boeing Philadelphia site, V-22 and Chinook factories, and air traffic control flight tower,” Green said. “As a whole, we were all thankful for the opportunity and left with a new outlook on Boeing and the aircraft industry.”



Haiti's Ambassador Discusses Country's Transformation

Howard University School of Business Students peppered Haiti's Ambassador to the United States Paul Altidor with questions about investing in Haiti's growth. On Tuesday, April 9, 2013, Ambassador Altidor spoke to a class of graduate students and then an auditorium full of freshman orientation students.

"Often when people think of Haiti, they think of charity and the earthquake," Ambassador Altidor told the graduate students. "I want to rebrand Haiti and put 'investment opportunity' and 'Haiti' in the same sentence."

Ambassador Altidor said he chose to speak with Howard's business students because, entrepreneurship and business opportunities will build wealth and create social and economic mobility in Haiti. "The country has moved beyond the humanitarian assistance mode to identifying key sectors in the economy that can create jobs and growth. This is a frontier economy. By 2030, the goal is to have Haiti transform into one of the world's emerging markets."

When asked to identify the advantages to investing in Haiti compared to other countries, the Ambassador quickly reminded the class that Haiti lies just 600 miles from the U.S. and has labor costs that rival countries halfway across the globe. "Proximity is a key attribute," Ambassador Altidor said. "There are also incentives available for U.S. companies to do business in Haiti. Opportunities abound in many areas."



"Two years ago, it may have taken several hundred days for an entrepreneur to register a business in Haiti. Now that time has been shortened dramatically and we're trying to get it down to 10 days. The next step is then making the process something that you can do in less than two hours online," Ambassador Altidor said.

The tourism sector is one of the areas in which Haiti is seeking more growth. "We have some of the most pristine beaches in the hemisphere. Unfortunately, people don't think of it as a tourist destination, but that is changing."

The Ambassador encouraged the students to first visit the Embassy, and to learn more about the country and the business climate. He also asked them to join his campaign to inform people about

Haiti's positive attributes. "If you listen to many reports, Haiti only has poverty and gloom," he said. "Many people don't know Haiti's history as the first independent Black republic in this part of the world. They also aren't aware that we have a growing telecom sector and a vibrant art scene. This is the Haiti we want to share with the world."

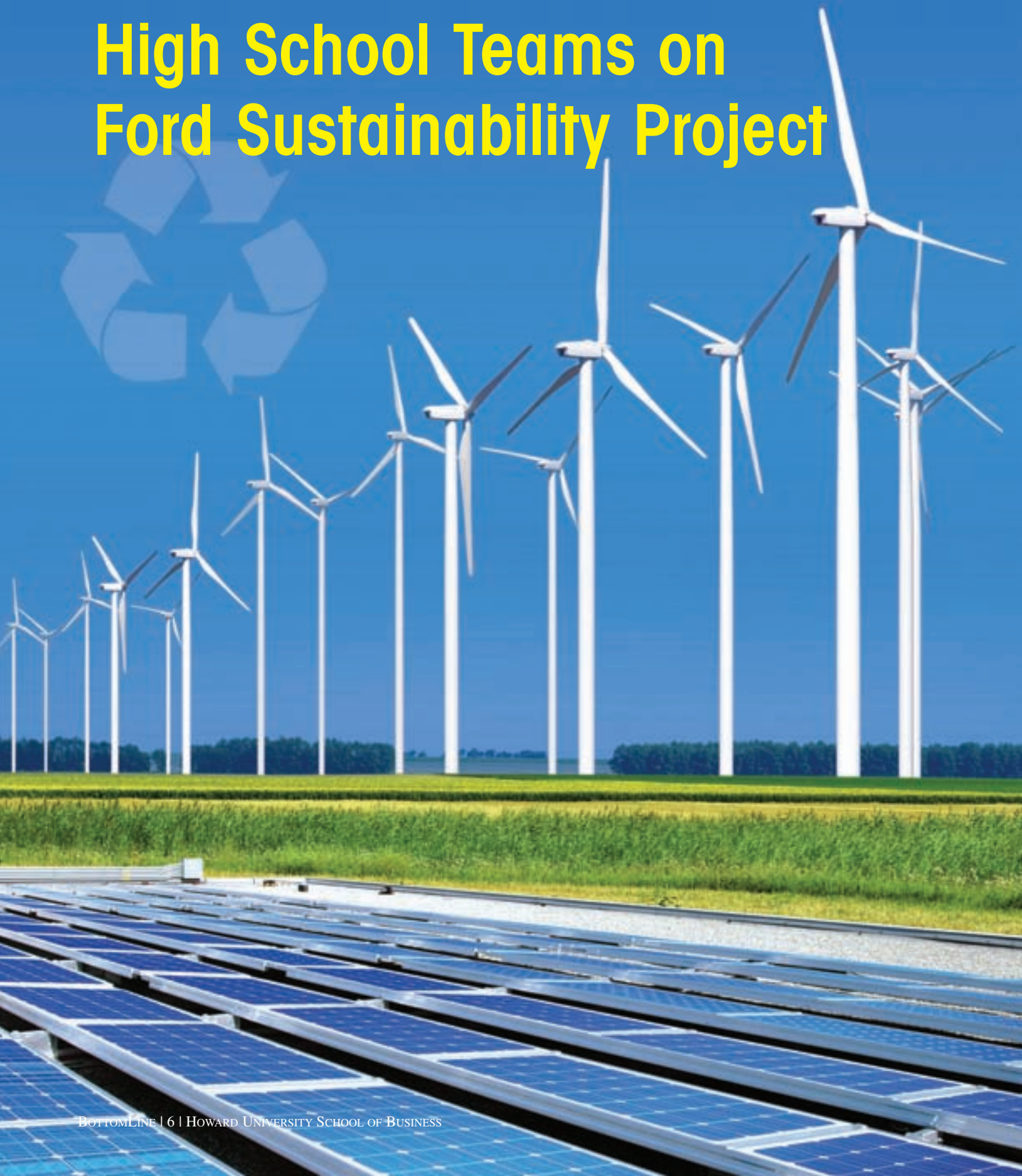
Tashima Garner, a candidate to receive her MBA in marketing in May, was most interested in the discussion about Haiti marketing different aspects of the country that others don't know about.

Chancellor Gaffney, a candidate to receive his MBA in accounting in May, said he found the Ambassador's presentation "excellent." "Much of what he said was news to me," Gaffney said.



Photos by Emmanuel Jean Marie

School of Business Students Work with **High School Teams on Ford Sustainability Project**



School of Business Executive Leadership Honors Program students became teachers and mentors as they teamed with students from high schools in the District and Maryland to compete in Ford Motor Co.'s "The D.C. School Sustainability Project, A College Mentoring Partnership."

Out of 26 proposals, in October 2012, the SBEL students won a \$50,000 grant from the Ford Motor Co. Fund to promote sustainability on high school campuses. The Ford College Community Challenge, Ford C3, required colleges to create project proposals that had significant student input, involvement and leadership from beginning to end. Proposals had to address the theme of the Challenge – Building Sustainable Communities – in a unique way.

Throughout the school year, honors students from the School of Business worked with teams from 15 high schools which then competed for cash prizes. The teams participated in training by the Environmental Protection Agency and W.W. Grainger, a Fortune 500 industrial supply company. Then, each team of business students worked with their high school teams weekly to provide hands-on guidance as they designed projects and written reports about how the high schools can implement programs that protect and preserve the environment.

The high school students not only learned about sustainability, but from the SBEL Honors Students they gleaned additional skills in writing, presentation, case study, team work and more.

The honors students that worked with the winning team from Gwynn Park High School presented workshops on Microsoft Excel, business etiquette and administered Myers-Briggs personality tests. On March 23, 2013, that high school team walked away with \$6,000 to implement their projects. Several prizes were awarded, with schools receiving \$250 up to the \$6,000 grand prize. The dollar amount is to be divided equally among the members of the team. Additionally, if any student should later enroll as a Howard University School of Business freshman, they will receive a matching scholarship from the School of Business.

Participating high schools include:

Crossland High School - Temple Hills, MD
Westlake High School - Waldorf, MD
Laurel High School - Laurel, MD
Suitland High School - Forestville, MD
Dr. Henry A. Wise, Jr. High School - Upper Marlboro, MD
Springbrook High School - Silver Spring, MD
Clinton Christian School - Upper Marlboro, MD
Applications & Research Laboratory - Ellicott City, MD
Gwynn Park High School - Brandywine, MD
Maryland Academy of Technology & Health Sciences - Baltimore, MD
Eleanor Roosevelt High School - Greenbelt, MD
Washington Latin Public Charter School - Washington, DC
Forest Park High School - Baltimore, MD
Parkdale High School - Riverdale, MD
Charles H. Flowers High School - Springdale, MD



Photos by Emmanuel Jean Marie

**High school students teamed with
School of Business students to present
ways they can make high schools more
environmentally friendly.**





**HONORS
PROGRAM
TRIP TO**

NYC



The School of Business Executive Leadership Honors Program Spring Retreat

During the 2013 Spring Break, while most students enjoy time at the beach, the School of Business Executive Leadership (SBEL) Honors Program held their annual Spring Retreat in New York City. Students ranging, from freshmen to juniors, spent two days in the Big Apple visiting the honors program's corporate sponsors.

This year, students visited Goldman Sachs and the Walter Kaitz Foundation.

Prior to the Goldman Sachs site visit, students were assigned to create different presentations about hedge funds. When they arrived at Goldman Sachs' newest New York office, groups of five to eight students presented their findings.

At the Walter Kaitz Foundation visit, students participated in several panel discussions about careers in marketing research and media. The panel discussions included Howard University alumni as well as executives from BET, Scripps Network, and NBC.

At each site visit, students were given the opportunity to network with employees regarding summer internships and full time employment.

Overall, this year's SBEL spring retreat was a great success for both the corporate sponsors and students.

Marketing Project Puts Students in



The students registered for the Marketing Communications course at Howard University's School of Business must implement a campus-wide campaign for their final project and portfolio. Through a research grant, General Motors partnered with this course to serve as a real-life client for the class. Working together as a marketing/advertising firm, students were tasked with promoting the overall General Motors brand and designated vehicles on campus through marketing research, public relations, advertising, and an on-campus event. The major objective for the students is to both educate potential consumers about the brand and also to engage the audience in a positive General Motors experience. The Fall 2012 course worked with Chevrolet and the Spring 2013 course worked with Cadillac.

WHO'S THE CHAMP, SONIC OR SPARK?

FALL 2012

Chevrolet

The Challenge:

Chevy Sonic vs. Chevy Spark

Breanna Adams
Devin Charles
Camille Clifford
Kobie Clouden
Ayllana Cook
Shadae Diaz
Jakara Eason
Elshadei Fantahun
James Fleet
Justin Ghee
Stephanie Harris
Candace Hokett- Henley
Melissa Hughes
Janelle Johnson
Nnamdi Jones
Jenise King
Yvonne Lawson
Kendra Marshall
Yvonne Melton
Brianna Mills
Sparkle Mixon
Leroy Peeples
Brandon Reece
Christina Simon
Maliki Sirleaf
Chloe Sledd
Jessica Sneed
Myria Sparks
Kirste Stowe
Derron Taylor
Zahra Thomas
Daniel Watson
Donovan Wright



FALL 2012

Chevy Sonic vs. Chevy Spark: The Marketing Challenge

Two Chevrolet vehicles, the Sonic and the Spark, went head-to-head on Howard University's campus with Howard University School of Business marketing students at the helm. Yuvay Jeanine Meyers, Ph.D. assistant professor of marketing, divided her class into departments such as marketing research, advertising and event planning to act as a marketing firm for the Sonic and the Spark.

The task: Use a \$3,000 budget to plan a campus event showcasing the vehicles.

The result: A boxing-themed event dubbed "The Challenge," was held October 18, 2012, which featured food, music, games, along with the guests of honor, the 2013 Chevy Sonic Sedan and the 2013 Chevy Spark. Using boxing-like rounds, students promoted the benefits of the vehicles and General Motors.

Dr. Meyers said, "The overall objectives of the event were to: create high student interaction with the Chevrolet Sonic and Spark vehicles through fun and engaging activities that appeal to the Howard community, increase knowledge of General Motors' career opportunities and encourage post-event interaction with the company, and to achieve an attendance of at least 200. All three of these objectives were exceeded!"

Driver's Seat



CADILLAC PRESENTS



THE HU GRAND PRIX

START TO FINISH



SPRING 2013

Cadillac

The HU Grand Prix: Start to Finish

Brandon Burns
Kwame Coley
Ayllana Cook
Shantae Francois
Alyssia Greene
Melanie Guthrie
Corwin Hemming
Jazmin Holcombe
LeAndra Kentish
Sylvia Knight
Angelica Lee
Gabrielle Mgeni
Aurelie Moulin Macaluso
Kiana Nichols
Shannon Payton
Candace Rogers
Nicole Scott
Christopher Sledge
Jordan Smallwood
Britnie Steward
A'brielle Thomas
Christophus Trotter
Teaona Tyree

SPRING 2013

Cadillac—The HU Grand Prix: Start to Finish

With three weeks, \$3,000 and two Cadillac vehicles, marketing communications students created a race-themed event which showcased the ATS and the CTS-V.

Yuvay Jeanine Meyers, Ph.D. assistant professor of marketing, worked with the graduating seniors in her marketing communications class as they designed and implemented a multifaceted marketing campaign. The planning culminated in a campus event April 10, 2013. Held in front of the School of Business, the event's theme was "The HU Grand Prix: Start to Finish," which symbolized the first steps students make after graduation, represented by the ATS, and an aspirational goal, which the more luxurious CTS-V represented.

The overall goal of the HU Grand Prix event was to engage with African Americans ages 18 to

22, by providing them with a 360-degree brand experience to help the target audience recognize Cadillac as a post-graduation purchase option. During this racing-themed showcase, students were able to visit individual events called "circuits" to participate in various activities including games, food, and an auto show. Each circuit incorporated the key objectives that Cadillac seeks to highlight with this target audience including sales, cultural relevance, and brand awareness. With more than 230 event attendees and countless onlookers, the Cadillac CTS-V and ATS were "celebrities" on campus the day of the event. The project was a huge success! With the completion of this hands-on assignment, the students can count a campus-wide marketing campaign for Cadillac in their list of accomplishments!

"While the classroom and textbooks provide an abundant amount of information, nothing can compare to hands-on experience," said Dr. Meyers.



In April, Republican Sen. Rand Paul of Kentucky spoke to students and faculty. The visit made worldwide headlines.

Rand Paul Finds Protests and Skeptics at Howard University

ROLL CALL

Sen. Rand Paul's charm offensive to minority communities took him to Howard University on Wednesday, where the historically black school's students met him with skepticism and the occasional jeer.

The Journey to Mecca

The Atlantic

By former Howard University student

TA-NEHISI COATES

I've gone back and forth on this but I think Rand Paul deserves credit. These sorts of speeches are often done by conservatives as a way of signaling to moderate whites that they aren't racist. The Mitt Romney show at the 2012 NAACP convention is the best example.

I think Paul's was different. I can't remember a potential Republican presidential candidate standing before a group of black students like that and actually taking questions. And these were not plants. Paul got the full brunt of a school where black history and politics are the air.

Accounting Lags Behind, Profession Trails Others in Recruiting and Retaining Minorities

June 29, 2012
PHILADELPHIA
BUSINESS JOURNAL

Frank Ross, a former KPMG partner and current director of the Howard University School of Business Center for Accounting Education, said in many instances managers are afraid to give honest evaluations so they wait until a formal evaluation. He said this causes the minority employee to ask why they were not told before of their weaknesses.

Omarosa's 'All-Star Celebrity Apprentice' Blog: 'Why I Was Fired'

PARADE
March 26, 2013

Omarosa served as Deputy Associate Director of Presidential Personnel at the White House during the Clinton administration. She currently teaches Branding and Marketing in the MBA program at the Howard University School of Business.

Earvin "Magic" Johnson Brings Excitement and Wise Words to Howard University Hospital

AFRO
February 13, 2013

The former Los Angeles Lakers star came to speak with the Howard University School of Business students, hospital staff and the local community about his transformation from basketball to business and how he has lived with HIV for the past 22 years during a session in the hospital auditorium.



IN THE NEWS

Washington, DC 2013

Entrepreneurial Studies Increasing at HBCUs

Entrepreneurial programs are gaining traction at HBCUs across the country

BLACK ENTERPRISE

October 29, 2012

Howard University's School of Business has always offered courses in starting, running and managing a company. In recent years, faculty and administrators realized that business students were no longer the only ones actively seeking business training.

"Our students have always been interested in entrepreneurship, but I feel like it's really exploded over the last five years, and now it's all over campus," said Barron Harvey, Dean of the School of Business at Howard, one of more than 120 historically black colleges and universities in the United States. "In particular, I think we are seeing more collaboration between different schools and departments on campus, where students in various fields of study want to learn how to be an entrepreneur. And it's not just at Howard, I think that's happening at schools like ours all across the country."

MBAs Take Lead in Crafting Economic Plan for D.C.

Bloomberg Business Week

JUNE 15, 2012

One of the hallmarks of Vincent Gray's mayoral campaign in 2010 was a promise to create a five-year economic development strategy for Washington, D.C., a plan he took action on shortly after he took office in January 2011. First he reached out to a prominent multinational consulting firm for help in crafting the plan, but they quoted the mayor's office a figure exceeding \$1 million dollars.

The city went back to the drawing board and soon found a more creative and cost-effective way of getting help: utilizing the resources of four local

business schools in the D.C. area. The mayor's office was able to set up a partnership with George Washington University's School of Business, Georgetown University's McDonough School of Business, Howard University's School of Business, and American University's Kogod School of Business. The schools agreed to help the city look at how they could drive growth in seven key sectors: education and health care, real estate and construction, federal government and contractors, retail, hospitality, technology, and professionals services.

University of West Indies School of Business Seeking AACBS Accreditation

CARIBBEAN CURRENT

December 15, 2012

"We want to build linkages and collaborate with faculty in business schools which share similar interests," explained UWI Mona Campus Principal and Pro Vice Chancellor, Professor Gordon Shirley, who is in the US capital leading a four-man delega-

tion visiting Howard University and American University business school officials. The aim is for the UWI Mona School of Business and Management to develop a more robust relationship with its counterparts at these two Washington-based universities.

THE SOUTH AFRICA EXPERIENCE:

By Lauren Owen

Freshman International Business Major

A country.

A conference.

A once in a lifetime experience.

Last November, I was fortunate to be granted the opportunity on behalf of The Howard University Republic of South Africa Project and the Howard University School of Business to present my paper on Mobile Information and Communication Technology (ICT4E) in South Africa at the 5th International Conference on Appropriate Technology in Pretoria, South Africa. This weeklong venture allowed for knowledge obtained in the classroom to be supplemented thousands of miles away.

In South Africa, I was responsible for presenting a paper and documenting the conference, which I expanded to include areas outside the confines of the hotel property. Visits were made to the Mae Jemison Reading Room, the United States Embassy, and to local hot spots.

At these locations, we corresponded with the people that are the faces that represent South Africa's past, present, and future. With them, we engaged in dialogue on what is really happening in their beloved country, and their perspectives on how they can improve.

Three pillars...

KNOWLEDGE

The conference was an exhibition of the type of initiative needed for progress.

RELATIONSHIPS

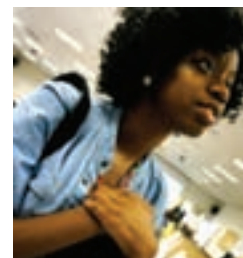
Students bonded with the country, the culture and the people.

IMPACT

The goal was to be influential, to commence change, and make an impact on behalf of Howard University.



"This country, with its institutions, belongs to the people who inhabit it."



A STUDENT'S STORY

The Experience

CONFERENCE

Myself and Howard students Abasi Bomani, Naim Quail, Rahotep Alkebulan, William Manny, Nicholas Owen, Howard University Student Association President Brittany Foxhall, Vice President Madiagne Sarr, Undergraduate Trustee Marcus Carry, and Mr. Howard University Chinedu Okpala attended the 5th International Conference on Appropriate Technology in Pretoria, South Africa. The conference focused on the most effective ways to utilize technology to address the needs of developing areas, from the texting of current market prices for farmers to massive, easy to transport water jugs. The goal was to suggest simple solutions to complex problems that were in the way of

the progress that could potentially be made with the right tools. My paper covered a new front, one of an educational level that would benefit community members of all ages in their quest for knowledge through mobile technology and gave a new venue for those interested to expand. Mobile learning would allow learning to take place even without buildings or Internet access. Instructors texting their lessons and students replying with the answers allows for the transfer of information anywhere and at all times regardless of physical limitations.



KNOWLEDGE

The transfer of information was essential not just on a classroom level, but in the culture. Staying in the hotel, making trips to local universities, and visiting major public hot spots permitted the true immersion into the culture as well as gave us insight to how the people view their country from potentially problematic to hopefully savable. The people we encountered revealed that just as any other country, there are still problems that can arise. The fourth day of our trip, we visited the Mae Jemison Reading Room in Mamelodi. The library, placed in the heart of a lower-income community, was the United States' efforts to provide reading materials, Internet access, and mentorship to South Africa's new generations. There, a group of 15 high school-aged students treated us to an in-depth tour of the facilities and a presentation of their various musical and poetic talents. However, it was their sharing of the trials they overcome daily to travel to the library and pursue a better life for themselves and their families that truly struck a cord of the universal desire to learn.

RELATIONSHIPS

Networking is key, and so is maintaining these new relationships. The trip gave us the platform to make connections with businessmen, developers, students, and average citizens. With them, we connected, shared stories, and debated on how progress could be made most effectively. One student stated, "You can do it for us, and we will have or you can teach us and will know be able to support ourselves." From that we understood that most people prefer to learn rather than to be given handouts. Since my return, we have tried to stay in touch via email and Facebook. However, lack of consistent Internet connectivity in their region makes reliable communication challenging.

IMPACT

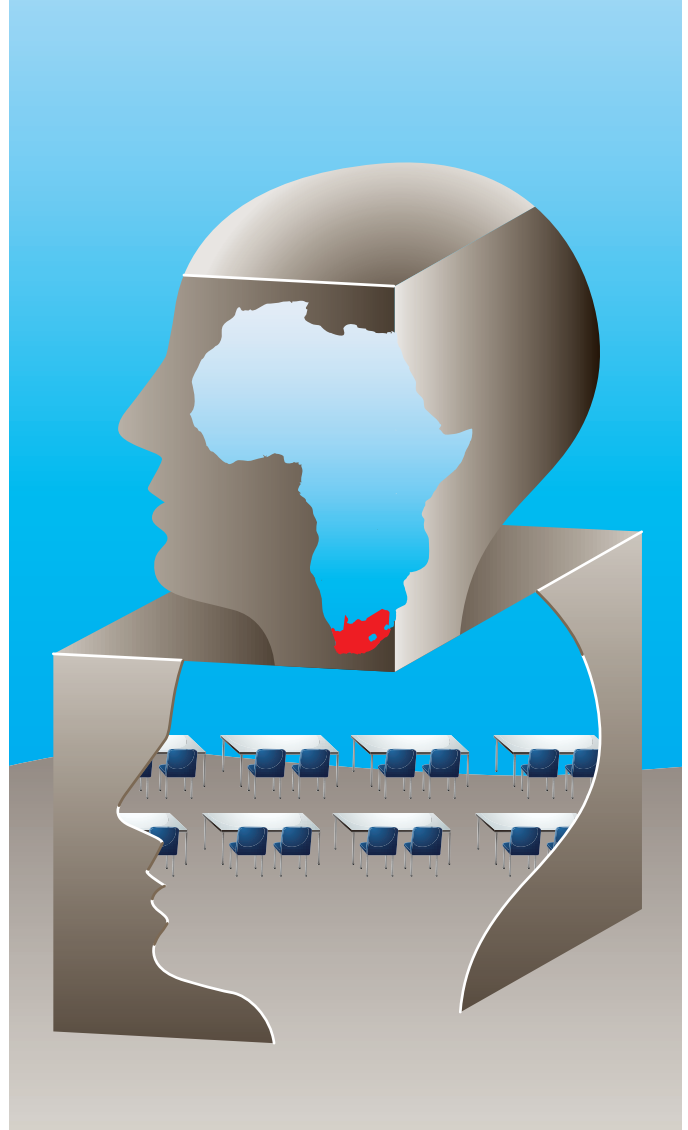
Our participation in the conference, meetings with the United States Embassy, university visits, and interactions with the youth provided us a unique, global experience that complements the lessons we learn inside the classroom. By experiencing first-hand the needs, desires and challenges, we are in a better position to team with those in South Africa to develop solutions. Personally, this trip taught me how flat the world is and that there is so much more to this life than our own individual pursuits. In order for us to spark change in this world, we must first initiate that change in ourselves. South Africa expanded my mind to the limitless possibilities waiting for anyone willing to put in the time and effort, and I am excitedly waiting for my opportunity to return.



THINKING

OUTSIDE THE CLASSROOM:

30 Students Experience South Africa Study Tour



After months of research and consulting from the classroom, 20 undergraduate and 10 MBA students, along with Professors Gwynette Lacy and Kelly Jibrell, traveled to Johannesburg and Cape Town, South Africa during the fall 2012 semester. The South Africa Study Tour gave students the opportunity to engage first-hand in experiences related to business operations in an international environment. The group worked on tackling social, cultural, legal and economic obstacles. Students spent time researching problems and opportunities to provide consulting insight to a diverse group of companies. They consulted remotely across multiple industries in South Africa, including banking, marketing, logistics, human resources and energy. NedBank, The Sports Trust, Uniconnex, Elgin Rail, Enablis, Ernst & Young, Petra Energy and Capetown Community were the companies and corporate partners involved in the projects.

The teams of students traveled between Johannesburg and Cape Town, visiting the corporate partners and engaging in practical application of their semester of learning through case-based projects. Students visited local universities and popular attractions to gain a more robust cultural immersion experience.

This study abroad experience helped students gain a new international perspective on business development while refining their management, research and consulting skills. As a result, they are better prepared for future careers as managers in the global marketplace.

Verna Supel, director of the MBA Program, described the study tour excursions as “an exemplary experience that will undoubtedly affect students personally, professionally, and educationally.”

Dean Barron H. Harvey, PhD., added, “Howard University has consistently shown its dedication to produce graduates with well-balanced global perspectives. In the past, the School of Business has offered similar courses focused on building stronger, more impactful leaders through our international partnerships in countries such as China, India, Dubai, Brazil and South Africa. We have been honored to continually grant these real-world, global experiences to our students and help them develop a deep, intercultural sensitivity.”



SUPPLY CHAIN MANAGEMENT

Howard Grabs 2nd Place in National Competition

In a competition featuring launch dates, production schedules and supplies from Mexico, a team of Howard University School of Business students was crowned winner for its region and walked away with the national second-place title.

The Second Annual General Motors/Wayne State University School of Business Administration Supply Chain Case Competition in Detroit brought in 16 university teams last September.

The Howard team included four supply chain management majors: James Thompson (junior), Adeshile Allinson (senior), Travis Smith (junior), and Grayson Mitchell (senior). The team was supported by James Haddow, professor and director of the Center for Excellence in Supply Chain Management.

Prior to their visit, the students analyzed production plans for the 2014 Chevrolet Malibu ECO, and developed recommendations based on their investigation of the supply chain enterprise, data analysis and study of financial implications, and then presented their findings to a panel of judges during the competition portion of the program.

After the first day of competition, the line-up of 16 schools dwindled down to the final four regional winners, including the Howard University School of Business Team. The four remaining teams received additional information and prepared a second presentation for the competition's final round the next day.

"The Supply Chain Case Competition is a great opportunity for General Motors and its suppliers to work with some of the top young supply chain talent in the United States to provide them with some real-world scenarios," said Bill Hurles, General Motors executive director of global purchasing and supply chain. "This event is a win-win for all those involved – GM and other suppliers get a chance to hear new and creative ideas from future supply chain professionals and the students gain real-world experience."

The teams toured GM's Lake Orion Assembly plant, attended a Detroit Tigers game and participated in panel discussions on supply chain careers in the auto industry.



James Haddow (Professor and Director of the Center for Excellence in Supply Chain Management), James Thompson (Junior), Grayson Mitchell (Senior), Adeshile Allinson (Senior) and Travis Smith (Junior).

The Center for Accounting Education Teaches Success Beyond the Classroom

MISSION: SUCCESS

"We're About Success!" That's the more than a mantra at the Center for Accounting Education, CAE. It is the Center's mission and the title of its flagship program. For almost 10 years, the annual week-long "We're About Success!" program has hosted more than 100 African-American accountants with less than one year of experience. Lively sessions and workshops include: *Building Support & Alliances*, *Organizational Culture*, *Uncovering Unconscious Bias*, and *How to Handle Difficult People and Situations*.

The annual "We're About Success!" program is led and instructed by prominent educators and practitioners. It provides profession-wide exposure to early-career African Americans and helps them realize that their challenges are not unique and provides them a broader view to make informed choices about their career path. Sessions include *Building Support & Alliances*, *Organizational Culture*, *Uncovering Unconscious Bias*, and *How to Handle Difficult People and Situations*.



The Center for Accounting Education,

a national based at the Howard University School of Business, encourages the success of college students who attend our one-day leadership program.

With financial support from a group of industry stakeholders who are among the Who's Who of accounting in the nation, CAE has been able to launch new programs, seminars, research studies and workshops, each of which is designed to increase the number of African Americans successfully advancing through the ranks of the accounting profession and encourage them to earn the CPA certification early in their career.

The Center's one-day College Program is currently being held at Long Island University, Drexel University, Texas Southern University and the Washington, D.C. office of KPMG. Sessions offered include *Getting Down Your Elevator Speech*, *Building Your Brand*, and *How Do You Stand Out*.

The CAE also holds a joint meeting with the Chief Diversity Officers for the largest accounting firms in the nation. The purpose of this meeting is to discuss new programs CAE can implement to help increase the retention of minorities in the accounting profession. The initial meeting was hosted by KPMG



Macon Ware, Director at Deloitte LLP thanks **Frank Ross**, Director – Center for Accounting Education for being the keynote speaker at Deloitte's Black History Month event: "Lessons from Our Legacy: The Transformational Power of Leadership in African-American History – An Evening with Frank Ross."

in its Washington, D.C. office and the second meeting was hosted by Ernst & Young in its New York office. The third meeting, scheduled for mid-May, will be hosted by Deloitte in its Washington, D.C. office.

Accounting Students Win National Case Competition

In April, a team of Howard University School of Business students traveled to Dallas and returned with first place honors in the Deloitte National Student Case Study Seminar. The winning team featured students William Adams, Chenika Beck, Krista Cezar, Tracy Osemwegie, and Tierra Williams. The team was advised and accompanied by Jean Wells, Chair of the Department of Accounting. The HUSB team competed successfully against Baylor University, University of Iowa, Michigan State University, University of Southern California and Penn State University.

In November 2012, the team won the 22nd Annual Southeast Student Case Study Seminar sponsored by Deloitte in McLean, Va. There they competed against Clark Atlanta University, Florida A&M University, Jackson State University, Morehouse College and North Carolina A&T State University.

Volunteer Income Tax Assistance (VITA) Program

Jean Wells, chair of the Department of Accounting and faculty supervisor for the VITA program, continues to provide free income tax return preparation for Howard University students and

employees along with Washington residents each year during tax season, from January through mid-April. Andrea Smith, who earned her BBA and MBA at the Howard University School of Business, serves as the site manager. As of March, 1, 2013, staffed with student and professional volunteers, VITA completed and filed almost 100 returns.

Dixon Hughes Goodman Provides Funds for Faculty Development

The Department of Accounting recently developed a relationship with Dixon Hughes Goodman which donated \$8,000 to support faculty development. Additionally, two members from the Deloitte case study team, Tracy Osemwegie and Chenika Beck, are working as inaugural tax interns during this semester.

Accounting Career Awareness Program (ACAP)

The Department of Accounting hosted the ACAP during summer 2012 for high school students who might be interested in majoring in accounting. This program is held each summer and is sponsored by Bert Smith and Company. Of the 27 students who attended, nine students applied to HUSB for Fall 2013. So far, six students have been accepted and two are still under review.

continued on page 20



Accounting team wins Deloitte national case study competition in April.

The Center for Accounting Education Teaches Success Beyond the Classroom

Continued from page 19

Diversity Officers Tackle Pipeline Issues

A working group has been tasked by attendees of the second Chief Diversity Officers meeting to review the CAE whitepaper, *"Profession-wide Solution to Accounting Pipeline Issue."* The working group has been asked to provide specific recommendations and guidance on how to achieve marked improvement in the number of the profession's pool of diverse CPAs, specifically persons from underrepresented groups. The program to be developed will be very comprehensive covering high school, community college and four-year institutions. In the May Chief Diversity Officers meeting, the working group will present a comprehensive report.

Center Sponsors CPA Exam Review

The CAE currently sponsors a CPA Exam Review course for the FY2013 School of Business MBA in accounting class using Gleim textbooks and online materials. Eleven students are enrolled in the review course.

Center Director Speaks at Deloitte

The CAE Director, Frank Ross, who is a retired partner from KPMG, receives numerous invitations to speak at events around the country. His latest speaking engagement was at Deloitte's Black History Month event, *"Lessons from Our Legacy: The Transformational Power of Leadership in African-American History – An Evening with Frank Ross."*

"The program to be developed will be very comprehensive covering high school, community college and four-year institutions."

INAUGURAL EMBA CLASS Graduates Summer 2013

The Executive MBA program will graduate its inaugural class during the summer 2013 session. Prospective graduates will participate in the May graduation ceremony and officially complete their coursework this summer.

The cohort, consisting of 19 students, completed an intense 18-month course of study, which included three trimesters of 15 weeks each. The first class of the School of Business' Online Executive Master of Business Administration program took advantage of the sessions, which were specifically designed to fit the needs and schedule of a manager or executive.

"The recognition of our first Executive MBA class is historic by all accounts. This program demonstrates the vibrant innovation, vision and global leadership of the School of Business," said Kim R. Wells, director of the program, Howard University's first major degree offered online in its entirety. "We are excited about the potential of future growth and development of the program, and the continual evolution of our leading-edge online and blended platforms of delivery.

The future of the program looks to expand our reach globally and nationally to students and also to extend the lifelong partnership with our new executive graduates."

Dean Barron H. Harvey, Ph.D., said this milestone further solidifies the School of Business as one of the premiere business schools in the nation. "We offer a range of MBA programs that ensures our leaders have the opportunity to continue advancing to the heights of their industries. There is no 'one-size fits all' approach here. Our inaugural EMBA class included a hospital department chief and an international sportscaster. With the glob-

al economy making the world smaller and more accessible, the Howard University School of Business will remain poised to provide top executives a top-tier education."

The inaugural class includes executives, administrators and entrepreneurs from around the world. Students take three, five-week courses each session. Instructors and students rely on technology such as videoconferencing, webinars, chat rooms, internet cloud file sharing and, of course, email and telephone to meet and discuss assignments and projects. The program is designed for those with at least seven years of work experience, with preferably five years in a management position. Those who enroll are interested in quickly advancing their careers to top leadership positions.

"This program demonstrates the vibrant innovation, vision and global leadership of the School of Business."

FINANCE

WALL STREET ON CAMPUS

Students and Faculty Receive Priceless Information at Free Conference

Some streets, such as Fifth Avenue, Hollywood Boulevard, Rodeo Drive and Pennsylvania Avenue, have reputations that extend far beyond their local areas. Another famous road, Wall Street, is known worldwide for its impact on the business world. To provide insight on the inner workings of this popular street, The Center for Financial Services at the School of Business held its seventh annual financial strategy education conference, "Wall Street on Campus." This event exposes students to practical knowledge and insights on financial strategies from leading professional experts, and provides them with information about careers in financial services.

Senior Wall Street professionals visited campus in October. The day-long conference included 178 students from Howard University, Bowie State University, Delaware State University and the University of Maryland in College Park and 10 faculty members from Howard and Delaware State.

Dr. Barron Harvey, Dean of the School of Business, opened the conference with welcoming remarks. The day's sessions included:

- Andrew Auerfeld, head of Global Equities Financial Planning and Analysis at Bank of America Merrill Lynch, who presented the informative economic and market outlook for the coming year;
- Nicole Pullen-Ross, managing director at Goldman Sachs, who provided the fundamentals and intricacies of investment management; and

- Peter Scher, executive vice president at JP Morgan Chase, who delivered the inspirational keynote Brown Capital Management executive lecture.

During lunch, the JP Morgan Chase team, led by Peter Scher, hosted a networking opportunity for 30 selected students interested in Wall Street careers.

After lunch, student finalists presented their stock recommendations in the Stock Pick Challenge. Prior to the event, 15 Howard University School of Business students submitted Excel analyses and written reports recommending their top stock picks for the next five years. From these entrants, four undergraduate and two graduate students, who were selected as finalists, made PowerPoint presentations on their stock picks. Walt Pearson, Senior Portfolio Manager at Brown Capital Management, judged the competition, selecting the winners of scholarship awards, and offered tips for picking stocks. Lydia Okunlola, MBA 2nd year, won the scholarship award for graduate students. Senior student Sang Du and junior student Kareth Harley won the first- and second-place scholarship awards, respectively, among undergraduate students.

The conference offered faculty and students valuable information at no cost. As Dr. Sandip Mukherji, director of the School of Business Center for Financial Services, noted in his remarks, if you added the total daily compensation of all the professional speakers who presented during the day, "you could probably buy Berkshire Hathaway Class A common stock with that kind of money!"

World View Through Fulbright's Eyes

Harriet M. Fulbright (center) emphasized the importance of global sensitivity when she visited the Howard University School of Business. Her 90-minute session was part autobiography—as she told of her travels and experiences. It was also heavy on advice, as she implored students to expand their world view to be successful in business and global diplomacy. Her point, that students should be well versed in the language and cultures of other countries, is also the underlying mission of the Fulbright Scholar Program, named for her late husband, Sen. J. William Fulbright.





Finance Programs Again Recognized as CFA Program Partners

The bachelor's degree in business administration along with the master's degree in finance were again named CFA Institute Program Partners. The CFA Institute, which sets standards for a range of professionals in the finance and investment fields, first recognized the School of Business finance programs as partners in 2009. Of the hundreds of business schools in the U.S., only 37 are CFA partners.

"This designation makes us particularly attractive," said Youngho Lee, chairman of the Department of Finance, International Business and Insurance.

Being a CFA Program Partner means that the curriculum offered covers at least 70 percent of the content outlined by the institute. The

program also offers students in partner programs the opportunity to apply for scholarships to have the fee waived if they take the CFA exam, which is required to be a Chartered Financial Analyst. "Thus far, we've had almost a dozen students who have won that scholarship since 2009," Lee said. "We also conduct seminars and CFA prep courses."

Faculty members of CFA Program Partners can also be involved in CFA-sponsored research forums and have access to exclusive industry and educational content from the CFA website.

"As a department, we receive a lot of professional data, publications and books," Lee said.

Finance Briefs: Inside the Financial Services/Policy & Decision-making Classroom

The CBC Foundation Brings its SHOW to HUSB

Members of the Congressional Black Caucus Foundation visited as part of the foundation's program, Students Harvesting Opportunities toward Wealth, which provides forums to help reinforce the importance personal finance management at Historically Black Colleges and Universities. During the session, members discussed creditworthiness, debt management, scholarships and educational opportunities. Participating members included:

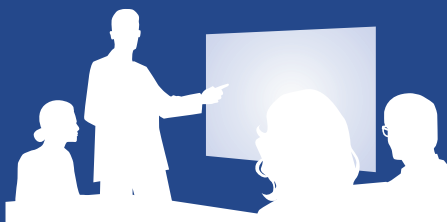
- Linda Easley Stroman, director of financial education for CBC Foundation;
- Timothy States, branch manager at Progressive Wealth Management;
- Patsy Johnson, president and CEO of Coast2Coast Realty Group; and
- William H. Highsmith, Jr., associate broker at Keller-William Capital Properties

Goldman Sachs Comes to Class

Bjorn Haines, vice president of Investment Management, and Kareem Raymond, managing director of the Investment Banking Division at Goldman Sachs joined Bill Brent's Financial Policy and Decision-making course. Students presented the Goldman Sachs IPO case to the executives, who assisted in evaluating student progress as well as provided career support and guidance. Haines is a Howard University School of Business BBA, Finance alum from 1993.

Classroom Visit from Alliance Bernstein

Jeffrey Hughes, vice president of Fixed Income Investment, and Vicky A. Walia, Ph.D., vice president and director of Talent Management and Diversity at Alliance Bernstein in New York, visited undergraduate School of Business students about applying for summer internships and full-time employment at the firm. Hughes and Dr. Walia also wanted to ensure that Alliance Bernstein is included on the list of firms student's visit during the school's next trip to New York for the Annual Wall Street visit.



DC SMALL BUSINESS DEVELOPMENT CENTER

Center Partners with Construction Company to Teach Bidding Process

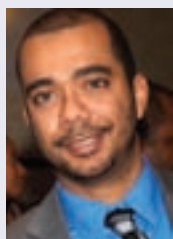
The District of Columbia Small Business Development Center (DC SBDC) at Howard University—a collaborative initiative of Howard University, the Small Business Administration (SBA), and the District of Columbia—launched an 8-week curriculum management and certification program at the School of Business. DC SBDC partnered with Turner Construction Management Company to prepare small business community stakeholders—to increase the prospects of growth for small,

local contractors by teaching them how to successfully bid, propose to, and work with a company the size of Turner. With that goal in mind, each course of the program was taught by Turner staff and select industry partners who have spent years in the field and are regarded as subject-matter experts. This year's topics included field operations, accounting & banking, construction estimating, safety and sales & marketing. The educational program is Turner's largest in the region to date.



At the conclusion of the seminars, graduates will receive a certificate of completion from D.C. Councilmember and chair of the Economic Development Committee, Muriel Bowser. DC SBDC Network will continue to provide no-cost technical assistance to the attendees.

Adjunct Professor Spotlight: James Hodge



James Hodge, an adjunct instructor in the Department of Accounting, became an instructor in the Fall of 2012. He teaches Accounting Principles I and Governmental and Not-for-Profit Accounting.

Hodge joined Howard University in 2011 when he began as the Quality Assurance Supervisor for the University's Internal Revenue Service Volunteer Income Tax Assistance program, where he provides technical training to undergraduate, graduate and law school students who serve as certified volunteer tax preparers. His role included providing on-site tax expertise to volunteers and clients.

Hodge, a Certified Public Accountant and a Certified Governmental Financial Manager, received both his undergraduate and graduate business degrees at the University of Dayton. He works as an Auditor-in-Charge at the Department of Treasury Office of the Inspector General (OIG). Before joining the federal government, Hodge worked at PricewaterhouseCoopers in their Washington Federal Practice. Active in his profession, Hodge has also served in numerous leadership roles with the National Association of Black Accountants (NABA) on the local and regional level.

Management Faculty Member Publishes & Presents Several Papers

In 2012, Michael Ogbolu, Ph.D., assistant professor of management, published several papers in academic journals including "Addressing the Recession through Public Policy Aimed at New Venture Creation" in the Journal of the Academy of Business and Economics, "Perspectives on Nurse Migration" in the Perspectives on Work, and "Gender Differences in the Use of Humor in Teaching" in the European Journal of Business Research. Dr. Ogbolu also received the 2011-2012 Research Grant from the Office of the Provost at Howard University. As an entrepreneur and faculty, he hopes to help bridge the gap between business theory and practice.

His courses include Management and Organizational Behavior, Entrepreneurship, New Venture Development, and Small Business Management. His main research interest is entrepreneurship with specific focus on consumer perceptions and behavior and African-American entrepreneurship. Recently, Dr. Ogbolu's research paper titled "Researching Black Entrepreneurship: Exploring the Challenge of Response Bias" won the prestigious John Jack Best Paper Award at the United States Association of Small Business and Entrepreneurship (USASBE) Conference in January 2013.

Faculty Publications

Department of Accounting

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WELLS, J. & ROSS, F. (2012). Best practices for promotion of diversity in the accounting profession. *Journal of Accountancy*, 213(6), 88.

Department of Finance, International Business, and Insurance

ETTA-NKWELLE, M., AUGUSTINE, C., & LEE, Y. (2012). The symmetry of demand and supply shocks in monetary unions. *Journal of Applied Business and Economics*, 13(3).

KAVOOSI, M. & CRUZ-CUNHA, M. (2012). Telehealth based systems for diagnosis, management and treatment of autism. *Handbook of Research on ICT for Healthcare and Social Services*.

KAVOOSI, M. (2012). The role of intellectual property and the public-private partnership in health care sector in select emerging markets. *South Asian Journal Global Business Research*.

MUKHERJI, S. (2012). Mean reversion of abnormal stock returns. *The Journal of Wealth Management*, 14(4), 122-129.

Department of Management

KHAN, M. & OYEWOLE, P. (2012). African Americans' image attributes and preferences for ethnic or international restaurants. *Journal of Foodservice Business Research*.

Department of Marketing

D'ROZARIO, DENVER AND FRANK K. BRYANT (2013), The Use of Dead Celebrity Images in Advertising and Marketing - Review, Ethical Recommendations and Cautions for Practitioners, *International Journal of Marketing Studies*, (5)2.

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GONG, W., MADDOX, L. M., & STUMP, R. L. (2012). Attitudes toward online shopping: a comparison of online consumers in China and the US. *International Journal of E-Business Development*, 2(1), 28-35.

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MEYERS, Y. J., & OKORO, E. (2012). Western presence in emerging markets: A content analysis of western presence in South African television commercials. *International Journal of Marketing Studies*, 4(2), 68-73.

OKORO, E. (2013). International organizations and operations: An analysis of cross-cultural communication effectiveness and management orientation. *Journal of Business and Management*, (COES&RJ-JBM). (1)1, 1-13.

OKORO, E. (2012). Social networking and pedagogical variations: An integrated approach for effective interpersonal and group communications skills development. *American Journal of Business Education*, 5(2), 219-224.

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OKORO, E. (2012). Integrating social media tools in higher education: Cost-benefits. *Journal of International Education Research*, 8(3), 255-262.

OKORO, E., HAUSMAN, A. & WASHINGTON, M. (2012). Social media and networking technologies: An analysis of collaborative work and team communication. *Contemporary Issues in Education Research*, 5(4), 1-6.

OYEWOLE, P. (2013). Multi-attribute dimensions of service quality in all-you-can-eat buffet restaurant industry. *Journal of Hospitality Marketing & Management*, 22(1), 1-24.

WASHINGTON, M. C. (2013). Intercultural business communication: An analysis of ethnocentrism in a globalized business environment. *Journal of Business Management*, 1(1), 21-28.

WASHINGTON, M., OKORO, E. & THOMAS, O. (2012). Intercultural communication in global business: An analysis of benefits and challenges. *International Business and Economics Research Journal*, 11(2), 217-222.

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2012-2013 SCHOOL OF BUSINESS BOARD OF VISITORS

The Board of Visitors acts as an objective advisory committee to the President, the Provost, the Board of Trustees and the Dean of the School of Business. The following distinguished men and women are leaders in various fields who provide insight intended to strengthen the School's programs while offering external support to the School of Business, its students, its faculty and its graduates.

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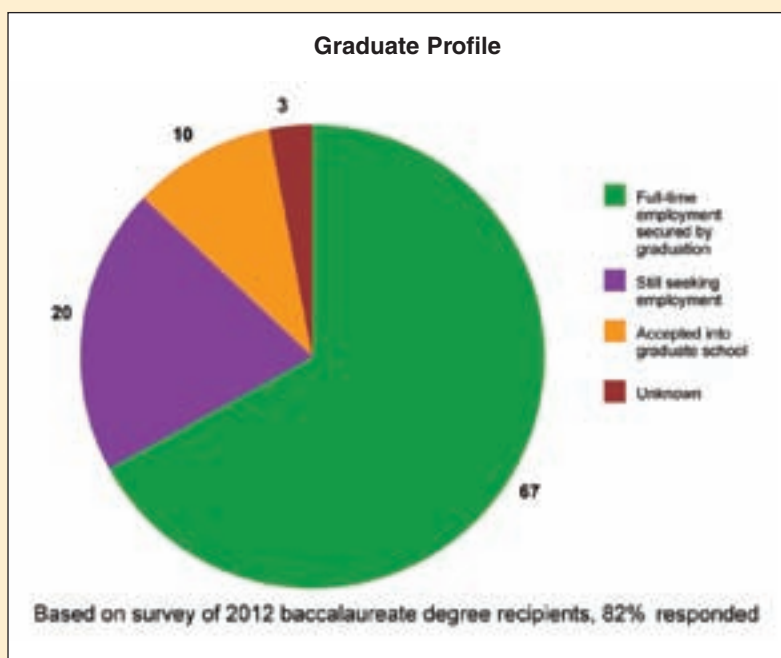
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2012 Graduate Placement Survey Results

Students who sought full-time employment and were employed by graduation	67%
Students who indicated they were still looking for a job	20%
Students accepted to graduate school	10%
Survey Response Rate	82%
Total Mean Compensation	\$60,359
Mean Salary	\$54,926
Mean Bonus	\$5,433



KEYNOTE SPEAKER

HUSB Alum Don Christian Delivers Keynote at Recognition Program



Don Christian
PricewaterhouseCoopers

When he speaks at the School of Business Recognition Program Friday, May 10, 2013, Don Christian will share the insights he's gleaned from his 22 years of experience in a variety of roles. Christian, PwC's East Region Advisory Leader and its Washington Metro Advisory Leader, will offer career advice and other business lessons he's gathered since he earned his undergraduate degree from the Howard University School of Business.

Christian, a certified public accountant and certified information systems auditor, serves on the Board of Visitors for his alma mater, the Howard University School of Business, and he is also a member of the advisory board for the Howard University Center for

Accounting Education. He has spent the last two decades working in business transformation, technology strategy and effectiveness, process improvement, business performance, program management, and risk management advisory services. Over his career, Christian has provided services across a number of industries and he is currently focused on Industrial Product companies with an emphasis on the Aerospace and Defense and the Technology industries.

His published comments have appeared in several publications including ComputerWorld, Government Computing News, CFO Magazine, Infoworld Daily News, Information Security, and Global HR. Christian has also been a guest on CNNfn's Business Unusual program and has served as a guest speaker or panel member for a number of organizations including CFO Magazine, Columbia University, the National Information Assurance Partnership, the National Academy for the Sciences, the Association of Information Technology Professionals, and the Institute of International Bankers.

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