

# Thinking World Class

Vol. 3 | Issue 6 | Spring-Summer 2018



NORTHEASTERN  
STATE UNIVERSITY



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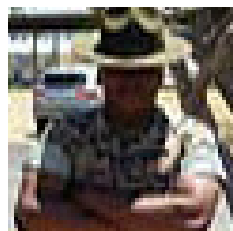
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**NORTHEASTERN**  
STATE UNIVERSITY

COLLEGE OF BUSINESS & TECHNOLOGY  
700 N. Grand Ave.  
Tahlequah, OK 74464-2304  
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# From the Dean's Office

Academic 2017-2018 year was a productive year for the College of Business & Technology as this issue shows Dr. John Yeutter was inducted into NSU's Circle of Excellence. Also, after many great years of combined service to NSU, Dr. JoAnn Starkweather, Dr. Ken Jones and Dr. Kathy Reese retired—all whom we will miss. Searches are underway to replace their positions. Dr. Justin Halpern was selected to be our new Assistant Dean upon Dr. Reese's retirement this summer and Dr. Julia Kwok will be taking Dr. Halpern's leadership role as the new Accounting and Finance Chair. Our leadership team has been working tirelessly preparing for our upcoming ACBSP visit this fall and attended the national conference held in Kansas City this summer.

Alumni and other business leaders of our advisory boards continue to provide great input into workforce and curriculum needs and provide internships. This fall 2018 we will have in place three new accelerated degree programs in Health Care Administration, Environmental Health and Safety and a new area of Business Analytics. These undergraduate courses can be taken for graduate credit towards an emphasis in our MBA.

Our faculty continue to make us proud in the classroom with their research endeavors and by mentoring our students. Our annual Teach-In

will be held Sept. 26, 2018 and we are looking forward to our alumni sharing their wisdom in the classroom. Many companies have been on both campuses recruiting and sharing their business insights including Wal-Mart, Georgia Pacific, Fastenal, Chick-Fil-a and many regional accounting firms were at the Broken Arrow campus for Meet the Firm Night last fall.

We continue to promote our quality programs and are always seeking industry insight to keep them relevant. Our goal is to provide opportunities for our students to become successful in their careers. I appreciate the contributions that each person makes towards achieving this goal.

I have thoroughly enjoyed my first year as the Dean of the College of Business & Technology and getting to know everyone. Thank you all for welcoming my husband and I to Northeastern State University in both Tahlequah and Broken Arrow.

Have a great semester!

*Dr. Janet Buzzard*  
Dean and Professor

*“We continue to promote our quality programs and are always seeking industry insight to keep them relevant.”*

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# College of Business & Technology Advisory Board meets

The Spring meeting of CBT Advisory Board was held May 15, 2018 at AVB Bank on Main Street in Broken Arrow. Meeting chaired by Mr. Cornell Cross and hosted by board member Mr. Steven D. Barnes. Discussions among others include upcoming CBT ACBSP accreditation visit, professional certification initiatives and new proposed programs at the college. Dean Buzzard briefed the board on faculty search update. Mr. Barnes gave a presentation on AVB Bank.



# College of Business & Technology 2017-2018 Advisory Board members



**Bob Arvin**  
*Regional Vice President*  
Walmart



**Steven D. Barnes**  
*Vice President*  
AVB Bank



**Dave Brumley**  
*Vice President of Human Resources*  
Reesor's



**John Cook**  
*Director / Market Area President*  
Capital One



**Cornell Lee Cross**  
*Associate Director of Programs*  
OCAST



**Lauren Fleenor**  
*Audit Manager / OK Audit*  
Deloitte & Touche LLP



**Josh Howell**  
*Vice President of Operations*  
Air Methods



**Eric Kehmeier**  
*President*  
Integrated Bus Tech



**Mendee Perry**  
*Chief Operations & Compliance Officer*  
Cadent Capital Advisors



**Brandon Robbin**  
*Health, Safety & Environmental Manager*  
Ross Group



**Kannan Sripathy**  
*Sr. Production Manager*  
Baker Hughes



**Andrea Tucker**  
*Financial Advisor*  
Merrill Lynch

BUILDING PARTNERSHIPS

# CBT internship team meets with Walmart

Dr. Naseem invited Ms. Marcha Koch of Walmart corporate office to visit CBT leadership team in December 2017 for discussions on partnership collaborations. CBT leadership members at the meeting included Dr. Janet Buzzard (Dean), Dr. Ben Ofili (Associate Dean), Dr. Justin Halpern (Chair, Accounting and Finance) and Dr. Jitendra Tewari (Chair, Marketing, Hospitality, and Supply Chain). Others invited were Ms. Autumn Stafford (Director Career Services), Sarah Tilley (Career Services), and Dr. Naseem (Assistant Professor, Marketing).

This initiative led to a follow up visit from the Walmart corporate office in Bentonville, Arkansas, led by

Ms. Marcha Koch (In-charge for Internships and Rotational Programs hiring for the company in Accounting and Finance) visited NSU campus for an information session on Wednesday, April 11, 2018, in the University Center. Their presentation was aimed at educating the NSU students about the career opportunities with Walmart across the spectrum of disciplines and hiring levels.

Furthermore, Dr. Naseem is working with Career Services to organize daylong field trips for our students to visit Walmart's facilities each semester to give them hands on experience of commercial enterprise environment.

*Contributed by Dr. Naseem*



*CBT internship team meets with Marcha Koch, Project Coordinator & Analyst at Walmart.*

BUILDING PARTNERSHIPS

# CBT spring 2018 recruiting events



*Ms. Ronnie Grayson – Academic Advisor at CBT recruiting at NWACC*



*Ms. Kacy Brown and Ms. Susan Chitwood at TCC*



*CBT Faculty members at spring 2018 RiverHawk Jam recruiting event. From left: Dr. Bill Rosener, Mr. Marcus Olive, Dr. Janet Buzzard, Dr. Nayyer Naseem, Dr. Arthur Gilbert and Dr. Benjamin Ofili*

## FACULTY STAFF NEWS

## CBT Advisors attend NACADA: The Global Community for Academic Advising

CBT Academic Advisors Kacy Brown, Susan Chitwood, Ronnie Grayson and Mindy Latty, along with some of the Academic Advisors across our NSU campus, joined 300 attendees at the NACADA conference in Little Rock, Arkansas on Feb. 20-22, 2018. The National Academic Advising Association recognizes that effective academic advising is at the core of student success. NACADA promotes student success by advancing the field of academic advising globally. NACADA provides opportunities for professional development, networking and leadership for their members.

The first evening keynote speaker, Julien Mirivel, interim Dean of the College of Social Sciences & Communication and Professor of Applied Communication at UA Little Rock welcomed Academic Advisors. He has delivered over 100 keynotes, training and workshops. Dr. Mirivel's topic on communication was very entertaining, as well as informative.

The two-day conference had numerous breakout sessions for advisors to choose from to attend. Advisors attended training on professional and personal wellness strategies for success, at risk students, building relationships between two-year and four-year institutions, graduation preparation, academic student

success, assisting students during difficult times, cross campus collaborating, cultural diversities, FERPA, navigating students to parallel majors, retention, non-traditional students, and managing your student caseload just to name a few.



*Pictured here from left to right: Susan Chitwood, Kacy Brown, Mindy Latty, and Ronnie Grayson*

The advisors appreciate the opportunity to have attended this conference as it not only provided new ideas in the advising field but also allowed them to interact with and learn from our counterparts across the Southwest Region.

*Contributed by Mindy Latty*

## FACULTY STAFF UPDATE

## CBT Professor Dr. Rick Wallace Presents at the Industry, Engineering, and Management Systems (IEMS) Conference

Rick Wallace, Assistant Professor in the Department of Business Administration's Healthcare program, presented a paper at the 2018 Industry, Engineering, and Management Systems (IEMS) Conference held in Florida in March. Dr. Wallace's presentation addressed the financial value that employer-based wellness programs provide to the organization. He examined the change in medical costs incurred among 2525 employees that participated in a company sponsored fitness and wellness program and compared them with the medical costs incurred among those employees that did not participate.

Dr. Wallace learned that there is strong evidence regarding the ability of comprehensive wellness programs to provide positive benefits for the health of an organization's employees, and in turn saving the organization significant dollars in productivity, lost time and benefit costs. Interest in this study was high among the conference attendees. "Organizations can experience direct cost savings by teaching employees how to change their health outcomes through lifestyle change," said Wallace. "With the costs of health care continuing to grow, companies will need to be proactive in improving the health of their employees."



*Contributed by Dr. Dilene Crockett & Dr. Rick Wallace*

STUDENT ORGANIZATION

# College of Business & Technology student council

The Business and Technology Student Council (BTSC) is committed to building relationships between faculty, students and other Registered Student Organizations (RSOs) in the College of Business and Technology through events and preparing student leaders for professional development. The purpose of BTSC is to provide our members with all of the tools necessary to become successful students, leaders and professionals who can excel in the work-force. We are composed of a diverse group of students, representing all business majors as well as business student organizations. We provide opportunities for leadership and strive for professional development to help prepare students for the competitive job market.



**Charles Coffman**  
*President*



**Ashlee Hilton**  
*Executive Secretary*

Business and Technology Student Council is accepting applications to fill open board seats and CBT Students are encouraged apply.

For more information contact:

**BTSC@nsuok.edu | 918-444-2900**

FACULTY STAFF UPDATE

## CBT Faculty wins Research Grant

Management Instructor, Lisa Czlonka, was one of only six faculty to receive a Faculty Research Grant for the school year 2018-2019. Ms. Czlonka won the competitive bid for the grant with her proposal to research: "Individual Differences in the Perception of the Economic Impact of Immigrants."



Ms. Czlonka explained that "decision making in the workplace is influenced by individual differences which effect subconscious stereotypes. Recognizing and understanding these stereotypes will allow companies to formulate better policies on recruitment, diversity management and performance appraisal."

Ms. Czlonka, along with her research partner, Dr. Dilene Crockett, will interview area business executives about their policies and practices pertaining to immigrants. The researchers will be seeking the inclusion of Northeastern Oklahoma businesses and employees for the 30-minute interviews. They will also take a student sample for comparisons. "We look forward to talking with our alumni and their friends about this timely and important topic," said Czlonka. If you would like to participate in this research, please contact Ms. Czlonka at [czlonkal@nsuok.edu](mailto:czlonkal@nsuok.edu).

## CBT Professor Attends Research Seminar

CBT Assistant professor of Economics, Dr. Sanchari Ghosh, (second from right) presented at the Oklahoma State University Research seminar on her latest paper dealing with the economics of water marketing involving externalities and transaction costs.



While at OSU, she interacted with several faculty and graduate students on different courses being offered for their Economics tracks and necessary training for students who are looking for jobs or considering graduate degrees. These discussions offered prospects for business students at NSU who are considering applying to research universities for graduate degrees. The daylong visit also opened doors for future collaboration with OSU faculty on grant proposals being funded by state and federal agencies, for supporting student and faculty research.

*Contributed by Dr. Sanchari Ghosh*

FACULTY/STAFF NEWS

## CBT professor and wife coach two speech competition prize winners in China

As visiting professors at Tongji University in Shanghai, China, Dr. Jim Phillips and his wife Jan Phillips were invited to coach two students for the all-China National English Speech Competition that was held in Nanjing, March 24-26, 2017. Both of their students were the all-Shanghai winners for High School and University Students respectively.

Mavis Ma (far right), a sophomore at Tongji University, received a First Prize award, finished in the top 16 out of 68 competitors from all over China in the National English Speech Competition. Mavis performed with

a high level of English speaking ability, giving passionate speeches during all the competitions – University-wide, then all-Shanghai, and finally, all-China.

Dr. and Mrs. Phillips also had the privilege of coaching Rosemary (center), a high school student who represented Shanghai at the competition. Rosemary won second place for China's high school competitors. Dr. Jenny He, an English professor from Tongji University was also a coach and a good host to the Phillips' during their travels to Nanjing.



*Pictured from left – Dr. Jenny He, Dr. Jim Phillips, Ms. Rosemary, Ms. Jan Phillips and Ms. Mavis Ma*





*Dr. Shae Foutch at Marine Corp Air Station Miramar, California*

**FACULTY STAFF UPDATE**

# NSU faculty members experience military boot camp

NSU faculty Shae Donham-Foutch (Business Administration) and Dana Boren-Boer (Communications) along with NSU alum Amie Hardy Berenger, Principal, Jenks Alternative school attend the United States Marine Corps Educators Workshop 2018. The workshop took place at the Marine Corp Recruit Depot, San Diego and Pendelton Marine base. The training included the actual experience recruits go through before earning the privilege of calling themselves a Marine. The journey provided everything from standing on the historical yellow footprints, processing, physical training, infantry training, firing of the M16 and graduation. Education, support and opportunity for the Marines and their families is an obvious priority. This experience has provided each of us who attended a newfound respect for the commitment these young men and women have made for the United States.



*Amie Berenger Hardy, our drill Sergeant & Shae Donham-Foutch*



*Dana Boren Boer, Amie Hardy-Berenger, Eric & Shae Donham-Foutch*

*Contributed by Dr. Shae Donham-Foutch*

**RETIREMENT**

## CBT faculty member retires

Dr. Kathleen Reese earned her Ph.D. in Business Administration with a major in marketing from the University of Arkansas, Fayetteville, in 1989 and was recruited to Northeastern State University in fall 1994 as an Assistant Professor of marketing. She earned tenure and an Associate Professorship in fall 2000 and a Full Professorship in fall 2007. She served the University as professor, Chair of the Department of Marketing and Meetings & Destinations Management, Interim Dean, Director of Reach Higher, Associate Dean and Assistant Dean.



Kathy has shown her dedication to the profession by serving as a sponsor for the American Marketing Association, founding the Institute for Retail Marketing and Sales, assisting with multiple self-studies and reviews and serving as assessment coordinator.



After retirement, Kathy plans to lunch with her friends, continue her volunteer activities through her church and attend many grandparent activities with her three grandsons.

Dr. Ken Jones has served NSU for 16 years in multiple departments and roles, adding to his 47-years in leadership and industry. Ken started nine businesses, including one privately held corporation. He published on multiple research interests including remote work, pre/post course assessment, and change leadership.



Ken and Darla (his wife of 30 yrs.) have established over 15 student scholarships at the University, and believe that many students were blessed by this partnership with the NSU Foundation. Ken retires to Western Arkansas with his children and seven (7) grandchildren.



FACULTY/STAFF NEWS

# CBT spring faculty research luncheon

Spring CBT Faculty Research presentation was held May 9, 2018. This is a bi-annual event in the college where faculty members with ongoing research share their work with colleagues. The two faculty members who presented were **Dr. Jon Shapiro**, Professor of Marketing and **Dr. Nayyer Naseem**, Assistant Professor of Marketing.



**Dr. Jon Shapiro**  
Professor of Marketing

**Protecting Redwood National Park: An Examination of Transformative Mass Transit Planning and Emergent Intercultural Communication Strategies**

**ABSTRACT:** Mass transportation is a dynamic domain that can help improve quality of life, revitalize urban infrastructures, facilitate economic development, restore the natural environment, and reduce energy usage. Every day, more communities are recognizing these potential benefits and are increasingly prioritizing mass transportation through greater resource allocations, both economically and intellectually.

We put forth an innovative research process called Transformative Mass Transportation Planning (TMTP), designed to develop highly need-responsive transit systems. We demonstrate TMTP based on the data from an eight-year study conducted within the Central and Northern California coast, and through a current project within Crescent City, California intended to determine the feasibility of eliminating the use of automobiles within Redwood National Park.

The Crescent City study examines the viability of minimizing the need for rental cars for European and North American visitors through an effective intercultural integrated marketing communications strategy. Within the last 5 years, the United States National Park system has suffered from a severe funding gap. The overall ability to protect local forests is being threatened. Automobile usage has led to road quality deterioration and automobile bottlenecks are increasingly problematic. The goal of this TMTP study is to determine the feasibility of visitors utilizing a redesigned public transit system for accessing the Redwood Parks. Correspondingly, this study aims to examine how such a service might be communicated effectively to key intercultural constituencies, with diverse communication styles, who generally fly into the Redwood Park area.



**Nayyer (Nick) Naseem, PhD**  
Assistant Professor of Marketing

Extant research on the dynamics and drivers of consumer's buying behavior has focused, either on the impact of consumers' personal predispositions, on the influence of brand/product related perceptions, or on the effect of external factors, such as the prevailing business and social environment variables. There is a dearth of studies, which have considered the collective impact of such factors that drive the buying preferences of consumers, a more realistic scenario. The influence of these factors may also be differentiated across product category involvement (high vs. low), or/and by brand ownership (domestic vs. foreign), particularly in the context of global brands. Further, processes governing the mechanisms that transform individual predispositions and consumers' brand perceptions into specific behavioral responses need to be further explored. This research is an effort to fill this research gap and shed some light on the drivers of consumer's purchase behavior in a multi-dimensional perspective using two product categories, midsize sedans and sportswear, involving, a domestic and a foreign global brand, in four separate studies, using structural equations modelling (SEM). The findings reveal differences in the strength of relationships based on product involvement and ownership, leading to some valuable insights for managerial practice, and to enrich the existing global branding literature. Avenues for future research are also suggested.

**Notes:** The above research is part of Dr. Naseem's dissertation work at Wayne State University, Detroit, Michigan, and was accepted for presentation at the *Academy of Marketing Science Conference (AMS-2018)* in New Orleans, LA, a top tier marketing organization. In addition, a detailed version of this research has been submitted to the American Marketing Association's (AMA), *Journal of International Marketing (JIM)* for consideration.

## NEWSLETTER SIGN-UP

Stay up to date on everything going on with the NSU College of Business & Technology.

If you would like to update your email or add someone to our email mailing list, please email us at [cbt@nsuok.edu](mailto:cbt@nsuok.edu)



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FACULTY/STAFF NEWS

# CBT faculty/staff recognition

The following CBT faculty members were recognized at the annual University Employee Recognition presentation and reception of April 26, 2018

## SERVICE AWARDS



**15 YEARS**  
**Dr. Benjamin K. Ofili**  
 Associate Dean/Professor  
 Tahlequah



**25 YEARS**  
**Dr. Anne M. Davey**  
 Professor  
 Tahlequah



**30 YEARS**  
**Dr. Justin P. Halpern**  
 Professor  
 Broken Arrow

## PROMOTION



**Dr. Julia Kwok**  
 Professor of Finance  
 Broken Arrow

Dr. Kwok will assume the position as Department Chair of Accounting and Finance beginning fall 2018. She will also direct the affairs of the Certified Financial Planning (CFP) program.



**Dr. Justin P. Halpern**  
 Professor of Accounting  
 Broken Arrow

Dr. Halpern will assume the position of Assistant Dean beginning July 1, 2018



**Dr. Mai Anh Vu Tran**  
 Associate Professor  
 Broken Arrow

Promoted from Assistant Professor to Associate Professor



**Dr. Benjamin K. Ofili**  
 Associate Dean/Professor  
 Tahlequah

Promoted from Associate Professor to Professor

## STUDENT/ALUMNI NEWS

### CBT Students Participates in 2018 Undergraduate Research



Dr. Benjamin Ofili and Krystal Mitcham

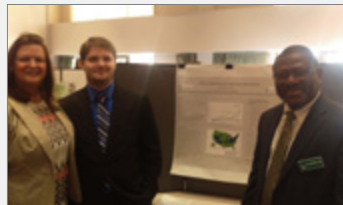
**Student:** Krystal Mitcham  
**Faculty Mentor:** Dr. Benjamin Ofili

**Paper:** *Investigating the Differences in Business Ownership Attitudes among Native Americans and White Americans*

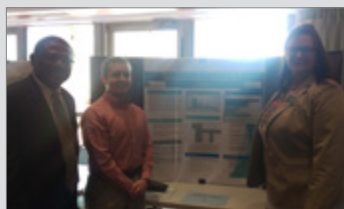
Paper won the College of Business & Technology Outstanding Scholar Award

**Student:** Mark Washer  
**Faculty Mentor:** Dr. Katy E. Ellis

**Paper:** *Workers' Compensation and Its Impact on the Opioid Epidemic*



Dr. Janet Buzzard, Mark Washer and Dr. Benjamin Ofili



Dr. Benjamin Ofili, Mark Washer and Dr. Janet Buzzard

**Student:** Matthew Truster  
**Faculty Mentor:** Dr. Ronald Petty

**Paper:** *An Economic Analysis for The Potential of The Cannabis Industry in Tahlequah, Oklahoma*

### Spring 2018 Battenfield-Carletti Distinguished Entrepreneurship Lecture

The spring 2018 Battenfield-Carletti Distinguished Entrepreneurship Lecture was held April 4, 2018. The speaker was Dr. Michael Kayser of Tulsa, Oklahoma.

The Battenfield-Carletti Distinguished Entrepreneurship Lecture was established in 2002 by Dr. Harold Battenfield and Dr. John Carletti, in cooperation with the NSU Foundation. Dr. Battenfield was present at the 2018 Lecture and spoke briefly. Dr. Battenfield graduated from NSU in 1959 and has had a distinguished career as an orthopedic surgeon in Tulsa, training dozens of other orthopedic surgeons throughout his career. After retirement, he went back to school and earned over 40 credit hours, including creative writing courses. He has recently published a book about the many fun activities he has shared with his kids and grandkids, from acrobatic training to canoeing the Arkansas River, and even putting together enough helium balloons to lift one of his grandkids off the ground.



Dr. Benjamin Ofili, Dr. Janet Buzzard, Dr. Michael Kayser, Dr. Harold Battenfield, and Mrs. Penny Turner

Dr. Kayser is a 1996 Graduate of NSU with a Bachelor of Arts in Biology. He is a Doctor of Osteopathic Medicine from the Oklahoma State University College of Osteopathic Medicine, graduating in the year 2000. He has completed a Clinical Biochemical Genetics Fellowship at the National Human Genome Research Institute of the National Institutes of Health in Bethesda, Maryland, and is a Fellow of the American College of Medical Genetics.

Dr. Kayser served as Medical Director of Genetics, St. Francis Health Center, from 2007 to 2013. He currently serves as Medical Director of Genetic Services, Cancer Treatment Centers of America.

Contributed by Dr. Roger Collier

## CBT SPOTLIGHT

### CBT holds soft skills workshop



At the end February 2018, 12 business professionals, professors and 30 students gathered on the Broken Arrow campus to discuss the soft skills needed in the business world today. Dr. Dilene Crockett facilitated the weekend professional development seminar, which highlighted professional volunteers in a series of panel discussions. The panelists covered a variety of topics including professionalism, character, customer service, and situational wisdom.

Andrea Tucker, Senior Financial Advisor, Merrill Lynch, Pierce Fenner & Smith Inc. and Steven Barnes, Vice President, Commercial Loan Officer, AVB Bank kicked off the event with a Friday night panel discussing the definition of Professionalism. They were joined by Dean Janet Buzzard of the College of Business & Technology and Dean Eloy Chavez of the College of Extended Learning.

Students learned about self-awareness the next morning and conducted an ethics debate. Then Dr. Rick Wallace, Assistant Professor of Healthcare Administration addressed the students and shared some of the ethical dilemmas he faced as a Hospital CEO. His talk was titled “Character, Integrity and Professional Maturity.”

The Saturday afternoon panels kicked off with Kumari Fonseca, PMO and Professional Services Project Manager for CenturyLink and Mendee Perry, Chief Operating Officer and Chief Compliance Officer, Cadent Capital Advisors, LLC, speaking about external and internal customer service in operations.

The last set of panelists addressed how they approach difficult situations and how to apply situational leadership to each. The panel featured Lauren Fleenor, Audit Manager, Deloitte & Touche, Duane Duvall, Project Services at Magellan Midstream Partners and Kannan Sripathy, Production Manager, Baker Hughes.

Students commented that they enjoyed the variety of speakers and hearing their advice and opinions. “I think a lot can be learned from real world experiences and hearing stories from established professionals,” explained one student. Another student exclaimed, “I would love to have even more classes with a similar design. The open questions at the end of the panels led to some great discussions!”

*Contributed by Dr. Dilene Crockett*

### CBT holds Business Etiquette Seminar



Adjunct Business Administration Instructor, Sondra Holt, held a weekend class on Business Etiquette on the Broken Arrow campus in January of 2018. During the class, Ms. Holt explained to the students how to behave professionally and appropriately in social business settings.

Subjects included proper introductions and handshakes, networking conversations and practices, making and receiving a toast, practice at a mock cocktail event, dining etiquette, strategies for overcoming challenges in the workplace and international customs and etiquette.

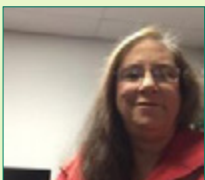
The seminar gave the students plenty of time to practice. Dillard’s gave the students a fashion show explaining how to dress for work and a variety of dress codes. Students attended a “cocktail” party complete with bubbling grape juice. One of their assignments was to make conversation with each other and report it when the class reconvened.

College of Business & Technology Dean Janet Buzzard provided a formal dinner for the 38 students where they learned about good dining manners. They learned to follow the hostess, determine the placement of dinnerware, bread plates and drinks. Sodexo Catering Manager Jennifer Filipi demonstrated the different wine glasses used in formal dining. Dr. Buzzard and Department Chair Dilene Crockett served as table hostesses for the dinner.

Students commented that they found the hands-on approach to learning for the weekend helpful. “We all remember mistakes we made when we first found ourselves in social situations in the business world,” said Ms. Holt. “I hope our class will help the students feel more at ease when they encounter similar circumstances.”

*Contributed by Dr. Dilene Crockett*

### CBT revamps its MBA curriculum



*Dr. Sandy Edwards  
Director MBA program*

Dr. Sandy Edwards, College of Business & Technology MBA Director, has been busy this year updating the MBA curriculum. “We are excited to announce the additions to the MBA curriculum pending approval by the Oklahoma State Regents,” said Edwards.

In response to demand from the business community, Edwards proposed adding a number of MBA specializations effective fall 2018.

“Specializations in the MBA program are quickly becoming the norm in higher education,” explained Edwards. “The days of the general business studies which have always characterized an MBA are over.”

The specializations proposed for Fall 2018 include Environmental, Health and Safety Management, Healthcare Administration, Health Informatics, Long Term Care, and Business Analytics, in addition to the current Management, Accounting and Finance, and Native American Enterprise options.

Several of these options, Environmental, Health and Safety Management, Healthcare Administration, Health Informatics, and Business Analytics, will also be accelerated programs. If approved, eligible students will be able to accelerate into these programs while they are still finishing their undergraduate degrees. Others will just choose to take the 12 credit hours of courses associated with the specialization. “These specializations could easily become micro-credentials for those who hold them,” explained Dr. Edwards