BUSINESS BEYOND BORDERS
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**THE DEAN’S LIST**

Greetings from the UAHuntsville College of Business Administration! This year, we have titled our newsletter – Business Across Boundaries. As you read through our newsletter, you will understand why. Our faculty and students venture beyond the traditional boundaries of a business school in so many things they do...

**WE HAVE:**

- An economics faculty member publishing a book through Stanford University Press on the economics of crime.
- Graduate business students working with NASA contractors to evaluate the feasibility of mining He-3 from the surface of the moon.
- Management science and management faculty collaborating with nursing faculty on some challenging hospital management problems – and then launching a new business together.
- An interdisciplinary team of faculty working with the Department of Defense on a proof of concept model for addressing some sensitive supply chain issues.
- A team of faculty who published in the elite journal, SCIENCE – certainly not a traditional research outlet for business school faculty.
- A unique interdisciplinary master’s degree program in Information Assurance & Security designed and delivered jointly with our colleagues in the Colleges of Science and Engineering.

And, we are spanning geographical boundaries with our academic programs, student recruitment, and research collaborations as well. We have relationships in place with the Romania-American University in Bucharest, Romania, with Tsinghua and Hohai Universities in China, and with BNMIT in Bangalore, India. As I write, we are developing new relationships with universities in Hong Kong, France, Germany, and Panama. Even our new academic program proposals touch on the theme of spanning across boundaries. We have launched new initiatives in entrepreneurship that are open to students from any major or college on campus. We are pursuing a new undergraduate degree that combines economics and computational analysis – and we are in preliminary discussions with international partners on possible joint graduate programs.

Not only do we span boundaries, our research has impact. That article in SCIENCE? Publication in what may be the most prestigious journal in the world is a wonderful, once-in-a-lifetime achievement. Even more importantly, though, the research is already influencing the behavior of some errant journal editors out there – we are getting reports of policy changes and new oversight measures to prevent the problem our faculty noted. And, that DOD supply chain project? The word from Redstone Arsenal is that people who matter are pleased…very pleased.

This kind of engagement and relevance is part of a longer trend. According to the National Science Foundation, UAHuntsville is regularly among the top 10 in the nation for federal funding in management and economics. Given our size, that is a remarkable achievement.

Please read about us – and then reach out to us. We want to hear from you.

~ Caron St. John, Dean

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Two UAHuntsville College of Business Administration students were tapped by the University's Center for System Studies to make a business case for mining Helium-3 from the moon. Working with Teledyne Brown Engineering, Dynetics, and UAHuntsville's Center for Systems Studies, Amanda Owens, a first-year MBA student, and Kyle Donohoo, a first-year graduate student in accounting, conducted research to find whether a profit could be made sending unmanned, robotic spacecraft to the moon to extract He-3 from the moon and bring it back to Earth.

Helium-3 is used in monitors placed at U.S. ports to detect radioactive materials, as well as in some medical imaging and physics applications. But stores of the gas are rapidly depleting. Since the Sept. 11, 2001 terror attacks, use of the monitors has increased, depleting the U.S. stockpile of He-3 from 235,000 liters to approximately 50,000 liters, according to the Congressional Research Service. Researchers are scrambling to find alternatives, but it's a challenge.

This shortage has led researchers to look for He-3 in space, where the gas can be mined from lunar regolith, the material covering bedrock on parts of the moon's surface. Helium-3 may be extracted from decaying tritium, which is used in nuclear weapons. But that process takes time, the students learned, and acquisition of tritium can lead to political problems.

The students' findings?
While mining from the moon may sound like the stuff of science fiction stories, there are too many factors working against it for it to be profitable anytime soon.

The costs are just too prohibitive and new missions to the moon, even unmanned, are at least five to six years away. Companies making machines that use He-3 are trying to develop products that don't use the gas so demand may drop considerably before mining it from the moon could be accomplished.

In developing their business case study, the students gathered data from the Congressional Research Service and Oak Ridge National Laboratory.

Teledyne Brown and Dynetics covered operational costs for the project and provided estimated mission cost data that enabled Owens and Donohoo to run cost estimates and determine what price the extracted gas would need to fetch in order to be financially feasible.

Dr. Michael Griffin, former NASA administrator and director of UAHuntsville's Center for Systems Studies, said the cross-disciplinary research conducted by the team reflects the university's focus on solving real-world problems.

"Most of what gets done here in Huntsville, and the kinds of things the university needs to be part of, are large complicated systems, and a lot of government money is involved," Griffin said.

"To get the right decision about what we should be doing requires making a business case, and that, too, is a highly interdisciplinary thing."

"The students' findings helped us decide no, we don't want to be a part of that," he added. "That decision is just as important as finding that you do want to be a part of something."
Economics book sheds new light on both sides of the criminal justice system

The study of victims has lagged behind economic research on criminals. "Economists have not studied victim behavior, but I think we should," Allen says, "because such research can help to protect people from crime. But we have to know what works, what kind of advice we should give them."

A professor at UAHuntsville since 1994, Allen has published extensively on labor and crime economics. In earlier research, he studied how employees allocate their time, including whether they allocate time to moonlighting or missing work. Studying how criminals allocate time seemed a natural progression.

"The economic model of crime emphasizes that the criminal is allocating time as well," he said. "What determines how they decide to allocate?"

He began working on **Criminals and Victims** about four years ago, after an editor for Stanford University Press contacted him.

One surprise Allen’s research revealed that defies conventional wisdom: When a victim resists the offender, oftentimes the offender will flee.

"It is not necessarily the case that resistance can make things worse." Allen says determining which factors make potential offenders less likely to carry out a crime can be used to help reduce crime rates.

Those factors could include providing alternative economic opportunities for potential offenders, as well as educating the public on what types of self-protection measures are most effective. "The book is a scholarly monograph for students and professionals interested in the analysis of crime."

The Department of Justice, **Criminals and Victims** (Stanford University Press, May 2011) addresses both offenders and those they target. Based on research from the National Crime Victimization Survey published by the Department of Justice, **Criminals and Victims** is divided into two parts. The first half, which is focused on criminals, explores the identification of offenders, the planning of crimes, the violence and damage wreaked during a crime and the destruction of evidence. The second half, which focuses on victims, covers the circumstances and behavior of victims, including self-protection, the decision to report a crime and the decision to fight back during a crime.

Professionals across a variety of disciplines have spent decades studying crime. Dr. W. David Allen sheds new light on decisions made by both criminals and victims by using economic models.

Dr. Allen, Professor of Economics at UAHuntsville’s College of Business Administration, says using such models can help break the decisions surrounding crime and its aftermath into a science. His new book, **Criminals and Victims**, explores the identification of criminals and those they target. Based on research from the National Crime Victimization Survey published by the Department of Justice, **Criminals and Victims** (Stanford University Press, May 2011) addresses both offenders and those they target. Based on research from the National Crime Victimization Survey published by the Department of Justice, **Criminals and Victims** is divided into two parts. The first half, which is focused on criminals, explores the identification of offenders, the planning of crimes, the violence and damage wreaked during a crime and the destruction of evidence. The second half, which focuses on victims, covers the circumstances and behavior of victims, including self-protection, the decision to report a crime and the decision to fight back during a crime.

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**Business Faculty Published in Science**

Two UAHuntsville faculty members from the College of Business published a research paper in the prestigious journal **Science** that reports their investigation of an important issue in research ethics. Within five months of its publication, ethics panels and journal editors were responding with new policies.

Dr. Allen W. Wilhite and Dr. Eric A. Fong coauthored a paper on an unethical practice of some research journals called “citation coercion.” Citation coercion occurs when a journal editor accepts an article for publication with the condition that the authors provide additional unnecessary citations to that journal. Why would an editor make this demand?

Journal editors want to increase the number of times articles within their journals are cited by researchers because it raises the journal ranking and is used to make claims of prestige and importance. For the researcher who is seeking to have his or her work published, the request for superfluous citations creates an ethical dilemma – either add the useless citations and contribute to the problem, or run the risk of not having the work published in that journal.

“We first learned about coercion when we were stunned, but after asking around we found that several people were aware of this behavior,” said Dr. Wilhite. “At that point we decided to look into the extent and consequences of the practice.”

The work of Wilhite and Fong indicates that many journal editors appear to even strategically target certain authors, such as assistant and associate professors, rather than full professors, relying on the fact that lower ranking authors may be more willing to add the unnecessary citations. They also found that while the majority of authors disapprove of the practice, most acquiesce and add citations when coerced.

“This type of behavior hurts all of academia,” said Dr. Fong, “and affects the integrity of academic publications.”

“We hope this research brings this unethical practice to light. If left unchecked, it could distort our understanding of journal quality and research impact and, over time, influence decisions about tenure, promotion, awards and funding,” said Dr. Caron St. John, Dean of UAHuntsville’s College of Business. “Importantly, it is adding to the pressures faced by vulnerable junior faculty who are trying to build a record for tenure.”
DURKES’ GENEROUS GIFT CULTIVATES FUTURE BUSINESS MINDS

By the time Larry Durkee sat in a college classroom, he wasn’t a student but a guest speaker and a mentor for students with whom he wanted to share his investment knowledge. His market savvy has done more than help students become successful; it has now garnered the College of Business Administration the largest financial gift in its history.

Through the MaryLou Durkee Management Trust, established by Durkee and his wife, MaryLou, the couple has provided $4.5 million to the University. About $1.6 million is designated for the College of Business Administration to fulfill Larry Durkee’s vision of training students to have the same success in the stock market that he enjoyed.

“He wanted students to be prepared for the business world,” said Dr. Dorla Evans, UAHuntsville finance professor and instructor of the class where Durkee shared his knowledge. “Larry became sort of a mentor, sharing his money-making wisdom.”

The Durkees had for years planned to leave a sizable gift to the college, Evans said, and wanted the money used in the areas that showed most need at the time of their deaths. A portion will be used to supplement the school’s Capital Management Group fund, which has for several years given students an opportunity to learn the stock market hands-on by investing. Money may also be used to fund entrepreneurship initiatives and purchase data sources to assist students in market analysis, Evans said.

Larry Durkee’s business success was closely intertwined with Huntsville’s growth. He didn’t have a college degree, but began his career as a technician on Redstone Arsenal, working on various equipment projects, then joined M&S Computing (later called Intergraph).

“Larry was a self-taught person. That’s why it was always so fascinating to talk to him,” said Dr. David Billings, Professor of Finance and Dean Emeritus of the College of Business Administration and a long-time friend of the Durkees.

“He helped manage the records of M&S as one of those ‘other duties as assigned.’”

Larry Durkee served on the boards of directors of such start-ups as Digital Engineering, General Digital, Paramlogic Inc., and Sector Research, and had the opportunity to invest in shares of these firms when they could be bought for just pennies, before the companies became large and public, Billings said.

Durkee called investing “the easiest job in the world” and was passionate about teaching students how to research the market for themselves.

For more than 20 years, Larry Durkee supported the university through his service in multiple areas, including the University’s Foundation Board and the College of Administrative Science’s (now CBA) Business Advisory Council. He was also a member of the hockey and basketball booster clubs, and was inducted into the Charger Hall of Honor as a Gold Award recipient, its highest honor.

The Durkees used Larry’s financial success to support UAHuntsville, and considered the students their kids, Billings said. “Not only as a group, but individually. They were always at ball games. He talked with students, shared his wisdom.”

He was awarded an honorary doctorate degree after being nominated by students in the Capital Management Group.

“You couldn’t have asked for a better board member than Larry Durkee,” said Ray Jones, a Huntsville businessman who served with Durkee on UAHuntsville’s Foundation Board. “Even though he was a quiet man, you knew he had a heart for the university.”

MaryLou also supported UAHuntsville, serving as a member of the President’s Council after her husband’s death in 2003, and as an honorary board member of the College of Business Administration’s Capital Management Group Advisory Council.
Building on the foundation of its successful Romania program, the College of Business is expanding its presence on the international stage.

On a 10-day trip last summer to Romania, 21 undergraduate and graduate students learned about international business, project management, product development, globalization and other topics as part of the Romania Summer Study Abroad program. The course gave students an opportunity to “learn how to conduct business in another culture,” said Charles Hickman, Clinical Assistant Professor in Accounting at UAHuntsville.

The summer program in Romania is offered with Romania-American University in Bucharest. Dr. James McCollum, Professor Emeritus of Management, has served as visiting professor at the university and has worked in Romania through the Fulbright program for several years, establishing the Romania Summer Study Abroad program in 2006.

In Romania, students attended classes led by senior staff of General Electric Romania and faculty of the Romania-America University, as well as UAHuntsville faculty, including James McCollum, Charles Hickman and David Berkowitz, Associate Dean and Director of the Integrated Enterprise Laboratory at the University.

In addition to meeting professors and those in industry, the UAHuntsville students spent time with students from Romania and other countries. “Everyone just had a wonderful time,” Hickman said.

The group participated in some sightseeing, visiting the Carpathian Mountains and Bran Castle, also known as “Dracula’s Castle.” The group also visited Brasov and Sibiu.

The College of Business Administration also has partnerships with universities in China, through which some 60 Chinese students have studied at UAHuntsville, and is forming partnerships with universities in Hong Kong, India, France, and Germany for more study abroad opportunities for undergraduate and graduate students.

“All business is global and we want our students to be highly competitive.”

~ Yeqing Bao, Director of the College’s International Programs
Entrepreneurship

One of the College’s key strategic priorities is to advance entrepreneurship on campus and in the community. That commitment has taken shape through three key goals: (1) help ignite a culture that celebrates and values entrepreneurship, (2) assist inventors, entrepreneurs and established businesses with new venture creation, and (3) increase the pipeline of entrepreneurially minded students.

Celebrating Entrepreneurship

With help from the Charles G. Koch Foundation, the college offered a series of public programs on Entrepreneurship and Economic Policy.

The first Koch Distinguished Speaker was Dr. David Audretsch (pictured, right), the Ameritech Chair of Economic Development and director of the Institute for Development Strategies. Dr. Audretsch spoke about the important role that universities play in advancing discovery, invention, and entrepreneurial activity.

The second Koch Distinguished Speaker was Dr. Bruce Yandle, Dean Emeritus and Alumni Distinguished Professor Emeritus at Clemson University and Distinguished Adjunct Professor at George Mason University’s Mercatus Center (pictured, below). Dr. Yandle talked about the importance of the Creative Class in stimulating entrepreneurial activity – and the degree to which regions differ in their ability to recruit and retain creative, well-educated young adults.

In spring 2012, the college hosted its inaugural Entrepreneurs Roundtable, which featured a panel of very successful Huntsville- area entrepreneurs representing a wide variety of businesses – from a small family business passed down from one generation to the next – to a dorm-room start-up in the IT industry; from a gourmet goat cheese creamery run by a high-tech marketing executive – to a health care technologies company launched by a serial entrepreneur. They talked about their decisions to launch ventures, where they secured funding, and some of the struggles they faced.

• Natalie Hasley is President and Co-owner of Bama Jam- mer, Inc., which specializes in promotional products. She led her company through significant growth during the last three years and was recently recognized as the Young Professional of the Year at the Huntsville/Madison County Chamber of Commerce’s Small Business Awards program.

• David Karabinos is a serial entrepreneur and the President and CEO of PointClear Solutions. He was the managing partner and CEO of Harvest Business Advisors, a growth strategy management consulting firm, and was co-founder of EquaTerra, the largest outsourcing advisory firm in the world. He also founded eHealth-Claim, a healthcare technology provider.

• David Kingsbury is Vice-President for Business Development with PointClear Solutions and a mentor to technology entrepreneurs throughout North Alabama. He spent the majority of his career with innovative Fortune 500 companies including Autodesk, Boeing and Intergraph.

• Tasia Malakasis is Owner and President of Belle Chevre, an award-winning artisan cheese producer located in Elkmont, Ala- bama. She started her career in high tech marketing – and, after a successful career with a series of entrepreneurial ventures, chose to follow her true passion and became a food entrepreneur.

• Mark Spencer is the founder and current Chairman and Chief Technology Officer at Digium, an open-source telecommunications supplier noted for its development and sponsorship of Asterisk, a Linux-based open-sourced PBX in software. He is a computer engineering graduate from Auburn Uni- versity who boot-strapped his start-up right out of college.

Working with Inventors, Entrepreneurs and Established Businesses

• Recently, the SBA awarded the Huntsville Advanced Defense Technology Cluster Initiative a two-year, $600,000 grant to support existing and new small businesses in meeting defense priorities in six key areas: small spacecraft, environmental monitoring, intel-surveillance-recon, robotics-interoperable systems, innovative energy applications and cybersecurity. Through its relationship with the Von Braun Center for Science & Innovation (VCSI), the College of Business Administration graduate students Aretha Ergus, Taito Eguchi, Arun Raj, Rebecca Parker, Jason Strickland and C.K. Bobba work with VCSI to help small businesses identify and understand Department of Defense customer requirements, provide intelligence on opportunities or procurements from the government that could benefit from tech- nology, facilitate teaming with prime contractors, and develop a community of technology companies that can work together to provide system solutions to the federal customer.

Continued next page
In an increasingly competitive job market, internships and cooperative education positions give students in the College of Business Administration an edge. In the CBA, 40% of all students participate in an internship or co-op before graduating.

"Each academic year, some 50 business students fill positions spanning each of the CBA’s majors in Accounting, Finance, Management, Marketing and Information Systems," said Dr. John Burnett, Associate Dean of Undergraduate Programs within the College of Business Administration.

In addition, companies that participate in the programs are able to observe student job candidates before offering a permanent job. And, more and more companies want to screen prospective future employees in this fashion.

Within the last year, many companies offered internship opportunities to CBA students including SAIC Inc., Appleton Learning Corp., Boeing Co., and many others. Last summer Boeing looked only to UAHuntsville for students to fill their business internships, which placed students in various locations around the country including Charleston, South Carolina and St. Louis, Missouri. The opportunity even led to permanent job offers for some of the graduates who participated in the program.

“We have a variety of internship opportunities. Some of the internships are paid, some involve course credit and some offer both. What internships offer,” Burnett said, “is the experiential learning crucial for graduates to be competitive in today’s job market.

“Through these programs, students can apply their textbook learning to the workplace, as well as develop other professional skills. The companies say our students can hit the ground running.”

**Entrepreneurship Continued**

**Students and Entrepreneurship**

- A new student-led Entrepreneurship Club has taken off with rapidly growing membership from all parts of campus. The club hosts networking and speaker events (above, left), and hopes to launch a 48-hour start-up weekend in October this year.
- This summer, the College of Business Administration hosted its first Experience Entrepreneurship summer workshop for rising high school juniors and seniors, in partnership with Junior Achievement of North Alabama. Students lived on campus for a week, worked with entrepreneurs, planned for the design of a new product and new business, and competed for prizes (Group photo, above right. Winning group, bottom right).
- In spring 2013, we will test the idea of a Technology Entrepreneurship course offered exclusively for engineering and science students at UAHuntsville.

**INTERNSHIPS OFFER WIDE RANGE OF PROFESSIONAL EXPERIENCE**

- For students from any major on campus, at both the graduate and undergraduate level, we now offer entrepreneurship courses, concentrations, and a minor. Through the various course offerings, students hear from successful entrepreneurs, participate in new venture simulation gaming, and have an opportunity to work in teams on technology commercialization projects.

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Focus on Curriculum

NEW GRADUATE CERTIFICATE PROGRAMS DESIGNED WITH PROFESSIONALS IN MIND

A Graduate Certificate involves six 3-credit-hour graduate courses – far fewer than an actual graduate degree program but with the same level of rigor and assessment required of all for-credit graduate studies. Students often combine a graduate certificate with a graduate degree in a different discipline or transition into a graduate degree after starting with a certificate.

The College of Business Administration offers Graduate Certificates in five areas:

- **Enterprise Resource Planning (New)** - Graduates will understand ERP systems, like SAP, in the commercial and DOD environments;
- **Information Assurance** - Graduates learn how to secure and defend IT networks, recover from security failures, use computer forensics and manage data security;
- **Federal Contracting and Procurement (New)** - Graduates are prepared to negotiate, evaluate and manage government contracts;
- **Supply Chain Management (New)** - Graduates learn to manage procurement, scheduling, transportation and storage of materials, supplies and finished goods, from point of origin to point of consumption, with particular focus on the information systems issues;
- **Technology and Innovation Management (New)** – Graduates develop the skills to manage people and processes in a range of high-tech environments.

To accommodate working professionals, classes required to complete each of the programs are offered at night. Some credit hours may also be applied toward a Master’s Degree. For more information about the Graduate Certificate programs, see http://www.uah.edu/cba/grad/graduate-certificates/overview.

KEEPING INFORMATION NETWORKS SECURE

In an increasingly high-tech world, ensuring the security of data networks is crucial. From banking to on-line retailing to national defense – the problem is big and growing in both size and complexity.

UAHuntsville’s Master of Science in Information Assurance & Security, or MSIAS, prepares graduates to approach information system security from multiple perspectives. The MSIAS is an interdisciplinary program of study involving the colleges of Business Administration, Engineering and Science. The new program was launched in fall 2010 and is seeing strong growth.

Graduates of the program gain the credentials they need to serve in a variety of corporate and government settings. UAHuntsville is an approved institution with the National Security Agency Center of Excellence in Information Assurance Education.

Student complete core courses that provide a foundation in computer science, computer engineering, and information systems, then select a track that focuses their program more specifically in one of those three areas. The Computer Engineering and Computer Science tracks provide students with more study of secure hardware, software and network design. The Business/Information Systems focus provides graduates with understanding of security policy development, computer forensics, risk management, and contingency planning.

REAL WORLD SUPPLY CHAIN CHALLENGES

David Berkowitz, Associate Dean, and an interdisciplinary team of faculty and students are nearing completion of work on a large supply chain metrics project for the Army Materiel Command (AMC), the purpose of which was to provide a proof-of-concept of a real-time dashboard for monitoring movement in critical supply chains. The project involved establishing enterprise metrics and working through an extensive array of data sources. Several College of Business Administration graduate students have worked on the project over the last three years, many of whom received job offers from the AMC and other agencies and organizations in Huntsville.
When Drs. Karen Frith and Faye Anderson, associate professors in the College of Nursing at UAHuntsville, began researching the influence of staffing problems in hospitals on patient outcomes, they asked themselves how research results could get into the hands of nurse managers — to improve the situation.

Dr. Frith and Dr. Anderson approached professors in the College of Business Administration about working with them on the challenge of providing real-time staffing information to nurse managers. Dr. Fan Tseng, Professor of Management Science, and Dr. Eric Fong, Associate Professor of Management, joined their research team.

Using data provided by nurse managers, including hospital quality outcomes, the research team created a product designed to optimize staffing based on real-time patient needs. To develop its models, the team began working with a health system with 72 hospitals and thousands of patient records.

“Up to now, Frith said, “managers have had only historical data on which to base staffing decisions — data that could be a few months old by the time it reached their desks.”

“The only things nurses had were monthly reports that were retrospective,” Frith said. “They couldn’t react to the current situation and know prospective outcomes.”

Fan Tseng and Eric Fong used operations research and statistical methods not typically used in nursing to build real-time decision models. Along the way, the nursing and business faculty were joined by Dr. Mikel Petty and Gregory Reed, of the University’s Center for Modeling, Simulation and Analysis, who developed the software tool.

When the team first began doing the research, forming a company wasn’t on the agenda, but the potential market became evident as they moved forward with the research. With encouragement from the university’s BizTech, the Huntsville technology incubator, the team competed in the state-wide Alabama Launchpad competition — and won the $100,000 first prize. And Decision Innovations was launched.

“We incorporated after we won Launchpad,” Tseng said. “It wasn’t our intention to become a company, but we saw the need.”

UAHuntsville’s College of Business Administration staff members are on the move:

DR. DAVID BERKOWITZ is serving as the college’s Associate Dean of Graduate and Sponsored Programs. Berkowitz joined UAHuntsville in 1996 as a Visiting Assistant Professor. In addition to his role as Associate Dean, he is the director of both the Integrated Enterprise Laboratory and the Innovation / Commercialization and Entrepreneurship (ICE) Laboratory.

DR. JOHN E. BURNETT is currently serving as Associate Dean of Undergraduate Programs & Administration. Burnett joined UAHuntsville in 1992 and is an Associate Professor of Finance. He spearheads the Capital Management Group project for the college.

DR. CYNTHIA GRAMM, Professor of Management at UAHuntsville, is now chair of the Department of Management, Marketing and Information Systems. Gramm has been with the university since 1990, and had previously served as interim chair of the department.

DR. J. DANIEL SHERMAN, formerly Associate Dean of the College of Business Administration, has stepped down from that post after several years of exemplary service to the College of Business Administration. He intends to conduct research and spend more time in the classroom as Professor of Management. Sherman joined UAHuntsville in 1981.

DR. ALLEN WILHITE is now Chair of the department of Accounting, Economics, & Finance. He joined UAHuntsville in 1988 and has served as the chair of the Economics and Information Systems Department for 13 years.

DR. BRENT WREN is now Associate Provost. He joined UAHuntsville in 1994 and served as Director of Graduate Programs for 4 years then as Chair, Department of Management & Marketing, for two years. He continues to teach in the College of Business Administration.

UNIVERSITY DISTINGUISHED TEACHING AWARD

For the second time in three years, a faculty member from the College of Business Administration was recognized with the prestigious 2012 University Distinguished Teaching Award. Dr. Dorla Evans, Professor of Finance, was recognized for her excellent teaching and support of students. In 2010, Dr. Brent Wren, Associate Professor of Marketing, was recognized with this important university award.

OUTSTANDING FACULTY AWARD

In 2012, the university recognized Dr. Eric Fong with the College of Business Administration Outstanding Faculty Award. Dr. Dan Sherman was the recipient of the award in 2011 and Dr. Dave Berkowitz was recognized with the award in 2010.

FACULTY AWARDED TENURE

Congratulations to faculty who were awarded tenure: Dengpan Liu in Information Systems, Xuejing Xing in Finance, and Chris Allport in Accounting.

NEW FACULTY

The college welcomed four new faculty: Dr. Hank Alewine and Dr. Milton Shen, both from the University of Kentucky, joined the accounting faculty; Dr. William MacKenzie from University of South Carolina, joined the management faculty. This fall Dr. Liwu Hsu from Boston University, joined the marketing faculty.
During his time as interim dean, the college launched several new initiatives. The school formed the Innovation, Commercialization, and Entrepreneurship (ICE) Lab and the Integrated Enterprise Research Lab, which have generated more than $1.5 million to support faculty research.

To recruit more students on an international level, the college established teaching partnerships with several universities in China, including Tsinghua and Hohai Universities.

As a Distinguished Professor of Marketing Emeritus, Dr. Simpson continues to stay involved with the College of Business Administration, participating in some funded research and teaching an occasional class.

His many contributions as an excellent teacher, distinguished researcher, and interim dean will endure for many years to come.

In recognition of his many long years of excellent service to the College of Business Administration, Dr. C. David Billings, Dean Emeritus, was recognized at the 2012 Honors Day ceremony on April 3rd, 2012. A portrait of Dean Billings was unveiled before an audience of faculty, students, parents, and friends. The portrait is now hung in the Business Administration Building atrium, with a plaque with the words: C. David Billings, Ph.D., Dean Emeritus, College of Business Administration, 1981 - 2007.

Dr. Billings served as the dean of the college for 26 years. He received his Ph.D. from the University of Missouri in 1969, and came to UAHuntsville from the University of Georgia in 1981. As the founding dean, Dr. Billings faced the huge task of building the essential resources for a college that, from the beginning, had its sights set on AACSB accreditation. To enhance quality and reputation, he focused first on faculty and facilities.

In 1990, Dean Billings oversaw the completion of the beautiful Business Administration Building shown in the photograph below, and in that same year welcomed the college’s first Eminent Scholar, Dr. Bill Souder. The building gave the college its own identity and, as one of the nation’s foremost authorities on the management of technology, Dr. Souder brought instant prestige and credibility to the college. The college received its initial AACSB accreditation soon afterward in 1994.

By the end of his deanship the College had graduated over 7000 business students and in 1991 was recognized by the National Research Council as one of the pioneers in both teaching and research in the area of management of technology. Over the years, the College has received grants and contracts from the National Science Foundation, NASA, Department of Defense, Department of Education, the Small Business Administration, U.S. Information Agency, Soros Foundation and several private corporations. In 2008, his last year as dean of the college, UAHuntsville was ranked among the top 10 schools in the nation for federally funded contracts and grants in management and economics.

For 26 years the UAHuntsville College of Business was synonymous with Dean Billings. Huntsville is full of amazing stories of successful entrepreneurs that had a dream and a vision. Perhaps it was destiny, then, that Dr. Billings ended up at UAHuntsville, because he possessed that same entrepreneurial spirit that made Huntsville what it is today. He saw the tremendous potential that resided in this university, and then set about to nurture it and grow it into the vibrant, successful business school it is today. That is his legacy, and one in which we can all be proud.
The Alumni of Achievement Award is the highest honor bestowed by the UAHuntsville Alumni Association, recognizing graduates who exemplify the high standards of the university through their professional and personal accomplishments. Recently the College of Business Administration had five nominees and Alumna VIRGINIA “GINGER” A. BARNES was chosen as the 2011 Alumni of Achievement Honoree.

Virginia Barnes (Accounting, 1981) is President and Chief Executive Officer (CEO) of United Space Alliance, LLC. She joined USA as President and CEO in April 2010 from The Boeing Company, where she served for nearly 29 years. At Boeing her experience included Simulation and Training, the International Space Station (ISS), fighter and support programs, defense modernization and weapons. Customers included all defense services, NASA and many international agencies. Most recently, Barnes served as Vice President, Chief Operating Officer and Deputy Program Manager, overseeing the programmatic and financial aspects of the Army’s modernization efforts.

Barnes graduated with high honors in accounting from The University of Alabama in Huntsville, and earned her Master’s in Business Administration from the Owen Graduate School of Management at Vanderbilt University. She is a commercial pilot, instructor and has served as an FAA-designated examiner for hot air balloons. At the Spring 2012 Honors Day program at the College of Business Administration, Ms. Barnes was the keynote speaker and was inducted into Beta Gamma Sigma, the business academic honor society, and Beta Alpha Psi the accounting honor society.

Other CBA Alumni of Achievement nominees included:

M. BRIAN BARNETT is founder, Chairman, and CEO of Satwest LLC, a leading aerospace and mobile satellite services (MSS) company in Albuquerque, N.M. He has over 20 years of technical and business experience in the government and commercial satellite and aerospace industries. Satwest provides payload integration services for research and commercial payloads launched by commercial, reusable launch vehicles out of Spaceport America. Before founding Satwest in 1999, Barnett was a management consultant with KPMG Consulting (now part of Deloitte Consulting) specializing in commercial satellite and launch markets. Before that he was project manager with NASA. A serial entrepreneur, he is founder of Solstar Energy, a clean energy development company. Both Satwest and Solstar have been ranked among the fastest growing high tech companies in New Mexico. Barnett earned a Master’s in Administrative Science from the University of Alabama in Huntsville in 1988.

DONNA LANIER, ’89 BSBA, took night classes for 10 years to finish her degree in human resource management while she was owner/operator of a service station in Huntsville. That business was so successful that in 1995, Chevron recruited her as a district supervisor, which included a move to California. In 1999, Lanier returned to Huntsville, bringing her energy to All Seasons One Hour Heating & Air Conditioning as a consultant and later as general manager. In 2005, she bought the company when the owners retired, and the company has grown five-fold since. In 2009, Lanier was recognized as Contracting Business magazine’s 2009 HVAC Woman of the Year, an award given to female leaders in the HVAC community. In 2011, she was nominated for the UAHuntsville Alumni of Achievement award.

ROBERT MAYES, ’84 BSBA, is a founding partner of Blue Creek Investment Partners in Huntsville, Alabama where he also serves as CEO and Chief Investment Officer. Mayes began his career in financial planning and asset management with Merrill Lynch where he led a team that managed more than $450 million in assets. Blue Creek, which has offices in Huntsville and Kansas City, serves a wide range of clients, including high net worth private investors and institutional clients. Mayes is a board member at the Buckley School of Public Speaking and the Huntsville Symphony Orchestra. He is also active in the Huntsville/Madison County Chamber of Commerce and serves as an Ambassador for The Hudson-Alpha Institute for Biotechnology, a non-profit research and teaching organization. Mayes is a past chairman of the board for the Huntsville Hospital Foundation.

TRACY L. BALDWIN SWAYNE is business development manager for Tec-Masters, Inc., her latest step in a career that has spanned from acting to FBI agent to published author. Swayne, ’92, BSBA, MIS, directs Tec-Masters’ strategic marketing and corporate branding activities. Before joining Tec-Masters, she was a special agent for the Federal Bureau of Investigation, serving Albuquerque, N.M. and Houston.

With the FBI, she successfully conducted in-depth investigations for cases involving Drug Intelligence, National Security/Foreign Counterintelligence, Special Inquiry, white-collar crime and was a supervisor for Reactive Command Post Intelligence.

Before joining the FBI, Swayne was a public relations specialist for TRW’s Ballistic Missile Systems where she worked for six years. She also worked as an actor, script writer and producer for more than 100 film, TV and radio productions.

Swayne serves on the Board of Directors for the Huntsville Association of Small Businesses in Advanced Technology.
During the 2011-12 academic year, the College achieved the **highest enrollments in its history**. This followed a year when the College graduated more students than any other college on campus. In the last 5 years, graduate enrollments have grown by **over 75%**.

The College of Business Administration has received preliminary approval from the Alabama System Board of Trustees for a new undergraduate degree in **Economics & Computational Analysis**.

College of Business Administration Dean Emeritus **C. David Billings** was commended for Outstanding Achievement by State Representative Howard Sanderford with a resolution read on the floor of the State House of Representatives on March 20, 2012.

With Dr. David Bodde of Clemson University, Dean Caron St. John published an edited volume **Chance and Intent: Managing the Risk of Innovation and Entrepreneurship**, which was sponsored by the Kauffman Foundation for Entrepreneurial Leadership.

Eminent Scholar **Jatinder (Jeet) Gupta** (right) delivered the second annual C.K. Prahalad Memorial Lecture in Gwalior, India and served as co-chair of the Indian Subcontinent Decision Sciences Institute Conference in January 2012.

The College of Business Administration has installed **12 Bloomberg terminals** that are ready for use in fall 2012. The terminals will allow faculty and students to access real-time data and analyses that will be used in courses and research in accounting, finance and economics.

Wells Fargo and the College of Business Administration co-hosted **Economic Outlook 2012**. Wells Fargo