



Anniversary

1989-90

Indiana State University

School of Business Silver Anniversary Celebration— Remembering the Past, Celebrating the Future



Dr. Herbert L. Ross
Acting Dean
School of Business

The School of Business is involved in an exciting silver anniversary year celebrating our quality programs and outstanding achievements. I am delighted to share some ideas with our alumni and friends concerning our proud history of growth in numbers and quality. In this issue you will read about the history of your School and the specific accomplishments of departments and professional units. Your School of Business is productive and professional—you can be very proud of your degree and your professional heritage.

We maintain a strong position in the environment of excellence in academics, research, and service prevalent at Indiana State University. Nearly 20 percent of the students at

ISU are majoring or minoring in a School of Business program. We have the largest enrollment of any of the professional schools in the University. More than 200 sections of widely varied courses were offered in the School of Business during the fall semester of this academic year. We graduate approximately 400 students each year with business degrees. We have 62 full-time faculty and administrative personnel. As an additional measure of activity in the School of Business, I find it interesting that more than 5,600 students walked into a School of Business classroom during any two-day period in the fall semester.

We are excited about our continued accreditation by the AACSB, the American Assembly of Collegiate Schools of Business. We were evaluated again last year by a visitation team and received our full re-accreditation at the undergraduate and graduate levels in May 1989. This accomplishment, at the time of our silver anniversary, is certainly cause for pride and celebration. This means that we remain in the top ten percent of quality schools of business in the United States.

We were first accredited by AACSB at the undergraduate level in 1980 and at the graduate level in 1983. Now we are challenged to maintain excellence and quality in all of our business programs. We are proud of the fact that AACSB accreditation is based on self-evaluation and peer evaluation by the top professionals from business and education—evaluation by the best and strongest in the profession—rather than by external groups only. Our reputation for quality and integrity is of significant value to alumni, current business students, the University, and the business community.

I remind you that the primary mission of the School of Business is to

provide professional education in business and management. We provide quality instruction that is relevant and practical for entering positions in business and reaching successful higher levels. We believe that we provide the basis for achieving both a professional quality of accomplishment and a personal quality of life. The School further accepts, as primary objectives, a position of leadership and service to the business and educational communities. We seek continued professional growth of our faculty through the exchange of ideas, productive research, and active participation in service to the total community.

We continue to be proud of the quality of our faculty members as demonstrated through their teaching, research, and service accomplishments. The true test of their success is the fact that our graduates are placed in business positions for which they studied and are prepared. We capitalize on our medium size by humanizing and personalizing the learning process. School of Business faculty know and respect the students in their classes. Senior faculty often teach entry-level courses. Faculty-student interaction on academic, professional, and business career matters is common.

Feedback from our graduates confirms that they are ready to compete in the business world. They are prepared for decision making in business by practicing in courses and programs what they will be doing in business positions. They are involved in the same content, the same materials, actual business projects, and meaningful interaction with business people before graduation. These are measures of the quality of your School of Business. We hope you are proud of your ties to your outstanding School.

I am enthusiastic about the goals and directions of the School of

Business. We will continue to grow and improve on the basis of our 25 years of quality experience in educating, researching, and serving students, alumni, the University, businesses, and society. Actually, we are celebrating an exciting future of education for business more than we are celebrating 25 years of history. We can capitalize on our strong heritage and our established position as an AACSB-accredited institution. Our goals include better interaction with our alumni and with business. I invite you to share in our vision of building on our heritage of quality performance. Your leadership and personal achievements are needed in support of the programs of the School of Business as we meet the challenges of a new quarter of a century of academic quality.

School of Business Historical Development

**Historical Research conducted by
J. Richard Becker, associate professor
emeritus
Department of Administrative Systems
and Business Education**

The Board of Trustees of Indiana State University officially created the School of Business on April 17, 1964, effective as of September 1, 1964. Thus, the silver anniversary celebration during the academic year 1989-90 commemorates 25 years since the business program has been organized as a separate and distinct School of Business. The history of business programs at Indiana State actually began on June 13, 1918, when the Indiana State Normal School approved the Commerce Department.

(continued)



Anniversary

(Historical Development Cont.)

Headed by Shepherd Young, the Commerce Department became a reality with the opening of the summer quarter, June 17, 1918. Instruction was offered in stenography, typewriting, bookkeeping, commercial arithmetic, and other subjects in this field. The Commerce Department was established for the purpose of training teachers in business subjects as many of the high schools in Indiana were offering commercial courses, and teachers of commercial subjects were in demand in Indiana. Graduation from a four-year high school or equivalent scholarship was required to enter the commerce curriculum, and the program was open only to students who were preparing to be teachers in the public schools of the state.

On April 4, 1918, the trustees voted to establish a branch of Indiana State Normal School at Muncie, Indiana. Classes were scheduled to start with the summer term of 1918. President Parsons was authorized to seek qualified persons to complete the faculty. Mark Studebaker was chosen to head the Commerce Department at the Eastern Division. The Eastern Division remained as a branch until 1929. At that time, the legislature changed the names of the two schools to Indiana State Teachers College and Ball State Teachers College. The two schools became separate institutions but remained under the same governing board until 1969. Essentially, Indiana State Normal College created two departments of commerce on the same day—June 17, 1918—one in Terre Haute and one in Muncie.

In the early years, the department was housed in "Old Main." In 1923, the first bachelor of science degree in commerce was awarded to Herman Boyle, now a retired executive from Standard Oil Company. In 1940, the department moved to the second floor of the new Fine Arts and Commerce Building. After Shepherd Young's death in 1940, the chairmanship of the department rotated among the staff members. Miss Helen Wood served as the chairman immediately after Shepherd Young's death. Mr. Vachel Breidenbaugh succeeded Miss Wood, and Dr. George Eberhart followed Mr. Breidenbaugh.

Dr. Eberhart believed that if the department were to maintain stability and to grow, there needed to be a permanent chairman rather than the arrangement of rotating the chairmanship. He convinced the faculty and administration of the idea, and a search was started for a new chairman of the department. Dr. Paul F. Muse accepted the invitation to become the chairman of the department beginning in the fall of 1947. Dr. Muse received a doctorate from The Ohio State University. Prior to his appointment as chairman he was an assistant professor of business education at Bowling Green State University in Bowling Green, Ohio.

Under the leadership of Dr. Muse, the School of Business made many changes in its internal organization and in the programs available to students. In 1948, graduate work was first offered in business subjects. In 1952, programs in business administration were made available to students. By the fall of 1962, the

Commerce Department had outgrown the facilities in the Fine Arts and Commerce Building and was moved into the newly renovated Science Building on the north side of the quadrangle. During this time period, the Commerce Department changed its name twice—first to the Department of Business Education and then to the Division of Business. On April 17, 1964, the Board of Trustees officially created the School of Business and upgraded Dr. Muse's position to dean of the School. The School was organized to function through the Division of Business Administration and the Division of Business-Distributive Education and Office Administration, and an informally organized Bureau of Business Research.

In September 1969, contracts were awarded to construct another floor on top of the School of Business building. This addition added 25 major offices, 15 offices for graduate assistants, two departmental office suites, and three connecting seminar rooms that could be converted into one assembly room.

In 1971, six major programs were approved for the Evansville branch of Indiana State. Programs approved included accounting, general business, finance, marketing, and office administration. The administration of the business programs at the Evansville branch operated independently from the programs on the Terre Haute campus, but the programs were quite similar in academic requirements. Following the precedent set by the separation of Indiana State and Ball State, the Evansville branch was separated from Indiana State and named the University of Southern Indiana.

Dr. Clinton A. Baker became Dean of the School of Business after the retirement of Dr. Muse in 1972. Dr. Baker served as dean for two years and was succeeded by Dr. Edward L. "Jack" Goebel who led the School until the spring of 1989. Dr. Herbert L. Ross, former chairperson of the Department of Marketing, was appointed acting dean after Dr. Goebel's resignation.

By 1980, the School was on the move both literally and figuratively. Due to continued growth in enrollment, 1980 marked the relocation to the present site in the Statesman Towers on Sycamore between Eighth and Ninth Streets on the northeast side of campus. Renovated from its initial use as a residence hall, Statesman Towers houses business classes and offices on 11 floors.

The granting of undergraduate business accreditation by the American Assembly of Collegiate Schools of Business (AACSB) during 1980 served as an indicator of the quality programs developed through many years of hard work. AACSB rules require that master's programs must be reviewed within five years after accreditation of the undergraduate programs. Accreditation for the master's program was achieved ahead of schedule in 1983.

The initial emphasis in business programs at Indiana State University, then Indiana State Normal School, was on teacher education. Business teacher education programs have progressed over the years and now include both bachelor's and master's degrees.

Over the years the mission of education for business has expanded to one of providing quality undergraduate and graduate programs in a wide range of fields including accounting, marketing, management, finance, management information systems, insurance, and administrative systems. Since business courses were first offered at Indiana State, the business program has shown continued progress and leadership. The full re-accreditation of both the undergraduate and the graduate programs in business in the spring of 1989 serves as an indicator of a quality program.

Student Organization Activities

Student organizations play a major role in the activities of the ISU School of Business. Organizational involvement extends the classroom learning experiences and provides the opportunity to apply business principles to club projects. The professional student organizations with chapters at ISU follow.

The **Accounting Society** focuses on community service, social activities, fund raisers, and providing professional contacts. Professional meetings provide opportunities for members to network with personnel from accounting firms and to work on interviewing and job search skills. A major goal of the society this year is to establish a Beta Alpha Psi chapter, which would give the organization a national affiliation. Volunteers from the Accounting Society served as receptionists at the October School of Business Alumni Reception. With the help of the ISU Career Center and the Wabash Valley Chapter of the National Association of Accountants, the group plans to send a booklet of students' resumes to approximately 40 employers. The Accounting Society presently has a membership of approximately 75 students.

Alpha Kappa Psi is in its fifth year at Indiana State University. Club recruitment begins the second week of the fall term when a registration table is set up in the School of Business building to attract prospective members. Active members work on two fund-raising projects, and pledges plan a special Christmas event. Alpha Kappa Psi is looking forward to a successful year culminating in a spring dance. Past members will be invited to the spring dance.

Beta Gamma Sigma was established at ISU in 1981, shortly after the ISU School of Business was accredited by the American Assembly of Collegiate Schools of Business (AACSB). AACSB accreditation is required for an institution to maintain an active Beta Gamma Sigma chapter. Beta Gamma Sigma has three purposes: to encourage and reward scholarship, to promote advancement of education in business, and to foster integrity in the conduct of business operations. Membership in Beta Gamma Sigma is the highest national recognition a student can receive in an undergraduate or master's program in business. To be eligible for membership, a student must rank in the upper five percent of the junior class, the upper ten percent of the senior class, or the upper 20 percent of the M.B.A. class. Members are selected in both the fall and spring semesters.

The ISU chapter of **Collegiate Secretaries International**, formerly the Future Secretaries Association, has a membership of 26 students. CSI members network with area secretaries, participate in state meetings, learn parliamentary procedure, earn awards and recognition, and gain leadership experience. In addition, the organization offers students opportunities to learn new technology by attending office automation seminars.

Delta Tau chapter of the International fraternity of **Delta Sigma Pi** was founded October 10, 1959, at Indiana State University by Dr. George Eberhart. In celebration of the chapter's 30th anniversary, the gavel used since the chapter's inception was retired on October 13, 1989, in a special ceremony attended by current members and by chapter alumni. Delta Sigma Pi emphasizes the importance

of professional development through regular scholastic programs and other activities. These activities include speakers, professional tours, and involvement in the Junior Achievement Business Basics program. The chapter's organization is just one example of the type of community service projects the group sponsors.

DECA, Distributive Education Clubs of America, is co-curricular with the marketing education program at ISU. DECA works closely with area high schools' marketing education programs. DECA members serve as judges at local, state, and national marketing education conferences. Members also compete on the collegiate level at the National Career Development Conference. Membership in DECA provides opportunities to travel, develop leadership skills, be involved in the community, learn self-confidence, develop teaching skills,



School of Business Timeline

- 1918 Commerce Department formed; located in Old Main; chaired by Shepherd Young
- 1923 First undergraduate degree awarded
- 1940 Department moved to second floor of Fine Arts and Commerce Building
- 1940 Chair rotated among Helen Wood, Vachel Breidenbaugh and George Eberhart after the death of Shepherd Young
- 1947 Dr. Paul Muse appointed permanent chair
- 1948 Graduate programs added
- 1962 Department moved to renovated Science Building on north section of the Quad (now called the Classroom Building)
- 1964 School of Business created with Dr. Muse as dean

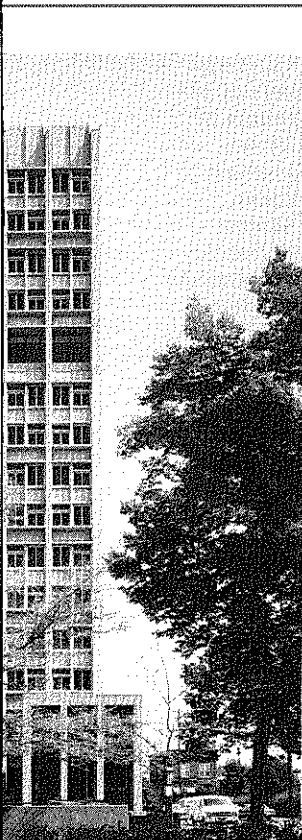
and develop friendships.

The **Management Club** provides students with an opportunity to learn more about careers in management via guest speakers, panel discussions, plant tours, and other activities. Members apply management skills through the planning of club activities, the organization of monetary and human resources, and the coordination of planned events.

The **M.B.A. Association** promotes fellowship among M.B.A. students and faculty, provides professional speakers, and promotes the ISU M.B.A. program to prospective employers. It also seeks to enhance students' awareness of other countries' customs by asking international students in the M.B.A. program to share their cultural experiences. The M.B.A. Association publishes a newsletter, *M.B.A. Insights*, and sends out resume booklets of M.B.A. students. Last year, 19 M.B.A. student resumes were sent to 100 companies. Each fall, a social gathering is conducted to acquaint new students with the faculty and current M.B.A. students. The event is successful both in terms of providing an orientation to new M.B.A. students

and providing a variety of food experiences supplied by the international students. The spring semester is typically capped-off with a farewell party to salute graduating students.

Pi Omega Pi, Chi Chapter, is an honor society which promotes scholarship in business education and encourages civic responsibility. The Indiana State chapter was founded in 1934. For many years Chi Chapter has ranked among the top ten chapters in the nation. Chi ranked first in the nation for the 1980-81 school year. Last year, the chapter ranked fourth nationally. Chapter projects focus on preparation of materials that will be helpful in teaching business courses at the secondary level. A professional banquet is held each spring to honor members for academic achievement and to renew association with alumni members.



Business Line

- 1969 Facilities expanded by adding a fourth floor to the Business Building
- 1971 Branch program initiated at Evansville
- 1972 Dr. Clinton Baker appointed dean
- 1974 Dr. Edward "Jack" Goebel appointed dean
- 1980 Undergraduate programs received AACSB accreditation; School of Business moved to Statesman Towers
- 1983 Master of Business Administration received AACSB accreditation
- 1989 AACSB continuing accreditation of bachelor's and master's programs received; Dr. Herbert Ross appointed acting dean

School of Business Computer Resources

The trend in business computing at ISU is a move toward personal computers. While the mainframe computers are still used in many classes, nearly all of the courses have been affected by the personal computer or PC.

Students have access in the School of Business to a large local area network (LAN) equipped with 48 high-speed Unisys 80286 computers. Other sites on campus share similar hardware. These IBM-compatible personal computers are equipped with EGA color monitors and a 3.5-inch floppy disk drive and are connected to a Novell local area network. The LAN server is a high-speed Unisys 80386 computer with five megabytes of RAM and a 157-megabyte hard disk drive. Dot matrix printers are used for most printing tasks. A pay-per-page laser printer is available at low cost for those wishing near-typeset quality for important documents and papers.

The University has supported a policy of teaching students with the

software they are likely to encounter upon graduation. Therefore, software packages on the network are current releases of popular, commercially available programs. All business students are exposed to WordPerfect, Lotus 1-2-3, and dBASE. Other packages such as WordStar, PageMaker, Excelerator, and GPSS/PC are available.

The Statesman terminal lab also is housed in the School of Business. There are 15 Zenith video display terminals and a high-speed line printer that connect with the mainframe computing cluster in Reeve Hall. In this facility, students and faculty use programming languages (BASIC, COBOL, and FORTRAN), statistical packages (Minitab, SPSS, and SAS), linear programming (LINDO), a fourth-generation language (FOCUS), and other mainframe-based software applications. Students and faculty also have access to a graphics lab in the Classroom Building which is equipped with sophisticated graphics hardware and software.

Most full-time faculty members in the School of Business now have a personal computer with a hard disk drive in their office. Some faculty have high-speed data communication lines installed in their offices that connect to the port selector in Reeve Hall. The port selector switches the incoming line to one of the large computers in the computing center. Faculty members have access to BITNET, a world-wide network linking universities. Faculty members who are working with colleagues all over the world can quickly send and receive large data files and eliminate the delay experienced in mail communications.

Faculty and students also can access the on-line library catalogs of ISU, Rose-Hulman and Saint Mary-of-the-Woods through LUIS (Library User Information System). Cunningham Library also has facilitated library research through the purchase of five CD-ROM library periodical index systems containing abstracts and bibliographical information for current articles.

A major project for the 1989-90 year is the installation of a local area network connecting faculty offices with computing resources on campus and at other universities. Faculty will be able to access any of the student microcomputer clusters from their offices in order to share data files with students or other faculty members.

The School of Business has taken a leadership role in the use of microcomputers on campus and has accomplished significant advances in implementing computing into the curriculum. We anticipate that the networking changes scheduled for this year will enhance the ability to share data with students and faculty on our campus and in other universities.

Department of Accounting

The Department of Accounting is looking forward to the next 25 years to build on the accomplishments of the past. The Department of Accounting counts among its alumni many who have become partners in public accounting firms, both large and small. Other alumni employed in public accounting are principals and seniors at the management level of these firms. All of the CPA firms located in Terre Haute are largely staffed by our graduates.

The department is equally proud of the accounting graduates who took entry-level positions in industry, government, and not-for-profit entities, and who now serve on the management teams in those organizations. Several of our graduates have obtained honors on the CPA Examination by being in the top five who passed the exam. The accounting faculty is proud to have had some small part in the achievements of its alumni.

Looking ahead to the next 25 years, the department faces major challenges. The American Institute of CPAs has voted to have the 150-hour requirement for becoming a certified public accountant in place by the year 2000. Course work currently available in the master of business administration degree program meets the guidelines established by the AICPA for the 150-hour requirement. Consequently, Indiana State University students are already provided with one

means of satisfying the additional educational requirements.

However, the department plans to develop additional options for students. Some students, particularly those with previous undergraduate degrees other than accounting, may be better served by a 150-hour undergraduate track. Other students may prefer to meet the additional education requirement by working toward a master of science in accountancy. Departmental goals include increasing the number of accounting electives available to the M.B.A. candidate as movement is made toward seeking approval from the University and the Indiana Commission for Higher Education for a master of science in accountancy program.

Other program challenges include preparing the accounting major to function in a society which is becoming more and more international in scope and which faces increasing levels of technological change. The department monitors its course content in an effort to constantly increase the emphasis on writing and oral communications, computer applications, international accounting issues, and ethical issues within the context of the traditional technical content of accounting course work.

The accounting faculty is very much concerned with producing a quality product. Graduation requirements for accounting majors are higher than for any other undergraduate major within the School of Business. In addition, the faculty members constantly seek feedback from former graduates for potential improvements in the program. The Department of Accounting looks forward to the challenges of the next 25 years.

Department of Administrative Systems and Business Education

The Department of Administrative Systems and Business Education, formerly the Department of Business-Distributive Education and Office Administration, offers baccalaureate degrees in administrative systems and teacher education. An associate of science degree is offered in the professional secretarial area as well as a minor in information processing. In addition, a master of science degree and a graduate-level certificate program in information processing are available.

The departmental faculty consists of eight faculty members who provide a wide range of experiences. Several faculty members have taught at ISU for more than 20 years each. Newer faculty members provide expertise from different perspectives and help make the department dynamic and up-to-date. Faculty members participate in professional meetings, publish books and articles, make conference presentations, and conduct research. Recently, the departmental faculty evaluated the Blumberg Center office at Indiana State University and provided recommendations to increase office efficiency.

New courses and curricula in the information processing field have been developed at both the graduate and undergraduate level. Microcomputer courses are available in word processing, spreadsheets, data bases,

and desktop publishing. A full range of courses in office automation, records management, business communications, and office supervision also are offered.

This year, the department is implementing PROFS (electronic mail and calendaring) in classes and in the department. A cluster of professional enhancement courses is offered in the evening program. These courses provide an update in the areas of office automation and information processing. Graduate level workshops for business teachers who wish to update their skills are offered during the summer months in both Terre Haute and Indianapolis areas.

The department continues to host the Business Education Clinic—a one-day program for area secondary business teachers. On March 2, 1990, the 50th Annual Business Education Clinic will be conducted. This event coincides with the silver anniversary celebration of the School of Business.

Department of Management-Finance

A few years ago, the Department of Management-Finance underwent a series of major changes. In 1984, the department was reorganized into three new departments: Management, Finance, and Systems and Decision Sciences. In 1986, the management and finance departments merged to create a totally new Department of Management and Finance, which housed the management and finance majors and courses in real estate and insurance.

Since then, a number of exciting changes have occurred. To start, a major and minor in insurance have been added. Students can now take courses in life, health, property, liability, and business insurance as well as in financial planning, estate planning, employee benefits, and other insurance-related topics. They also may be able to attain licensing and/or professional status in the insurance field. To meet the needs of the program, faculty members with specialized expertise in the industry have been added. The insurance faculty is active in the American Risk and Insurance Association, the Western Risk and Insurance Association, and the National Association of Life Underwriters.

Through an insurance advisory council, the insurance major is strongly supported by the insurance industry which has raised some \$400,000 in support of the program. In addition, the industry is providing scholarships, internships, and work experience for majors.

Several significant changes have taken place in the management area. The management major and course offerings have been upgraded to better prepare students for the current and future business environment. Courses now place a greater emphasis on international management, social responsibility, human resources, and strategic considerations. A new international business course has been added to the curriculum, and other new courses are on the drawing board. In addition, because of the strong demand, small business and entrepreneur courses are offered more frequently.



Some management faculty members are researching the management styles of CEOs, some are examining the use of computers in the business curriculum, and others are working on legislative issues with the Indiana Chamber of Commerce.

The finance area also has undergone exciting changes. A new course, international financial management, has been developed which will expose students to international finance and investment analysis in a global financial system. Other courses have been revised to reflect innovations in financial assets, development of secondary mortgage markets, and globalization of financial markets. In addition, the real estate courses have been upgraded to reflect the increased sophistication of that industry. Of course, microcomputers play an ever-larger role in our finance courses.

Recently, finance faculty members have published articles in the areas of investment analysis in international stock markets and working capital management.

Department of Marketing

Over the last 25 years the Department of Marketing has grown to seven members, with Dr. Dale Varble currently serving as acting chairperson. The marketing faculty has focused its recent energies on improving an already impressive research productivity record and on updating the marketing curriculum.

All marketing faculty have been involved in evaluating and improving teaching methods. Several innovative and creative ideas have merged in restructured classes. These incorporate computer simulations and other models to facilitate and demonstrate marketing decision making. The student chapter of the American Marketing Association also has been active in bringing practical aspects of the discipline to students.

A new course in international marketing has been developed to meet the ever-expanding horizons of United States firms. Other new courses focus on non-profit and service marketing, and business (industrial) marketing. Numerous team and individual marketing projects and the use of computer-aided learning in a variety of class situations, have combined to keep the instruction level on a high plane.

The marketing faculty are active in many professional activities. Several faculty members have made or will soon make presentations at the International Symposium on Pacific Asian Business, the ABSEL (Association for Business Simulation and Experiential Learning) Conference, the Vigo County Chamber of Commerce, the Alliance for Growth and Progress, and the Purchasing Management Association of the Wabash Valley. Research projects were also completed for the ISU Telecommunications Department, Indiana Department of Natural Resources, and ISU's Cunningham Library. In addition, various faculty members have completed a textbook, conducted a research project on not-for-profit marketing, and published articles in *Journal of Midwest Marketing* and *Developments in Marketing Science*.

Even with this level of academic involvement, department members have made significant service contributions to the profession, the University, and the community. Several faculty members are currently serving as board members and chairpersons for fund raising efforts in civic endeavors. In addition, the Department of Marketing is well represented on various School and University committees.

Department of Systems and Decision Sciences

The Department of Systems and Decision Sciences plays an integral part in the curriculum of all students in the School of Business. In addition to offering two majors, business administration and management information systems, the department offers courses in four areas (statistics, management science, operations management, and introduction to management information systems) that all four-year business students take.

For the business administration major, the student selects three areas of concentration from the many areas

of study available in the School of Business. Many students choose the business administration major because it has the flexibility that allows a student to tailor a degree consistent with the student's skills and goals.

The department also offers a complete major in the management information systems area. Students with technical and qualitative abilities are taught skills which lead to placement of the Management Information Systems (MIS) major with some of the top companies in the nation. Students complete courses in systems analysis, distributed data processing, data base management, decision support systems, and microcomputer applications. A minor in management information systems is popular with many students within the School of Business and across campus. Two new minors (decision sciences and operations management) are in the planning stages.

The department has brought together well-qualified faculty from a broad spectrum of disciplines to teach the variety of topics covered in Systems and Decision Sciences and MIS courses. Nine of the 13 department members have completed doctoral degrees with specialties in

field are discussed in the classroom.

Department faculty members have recently published articles in the following journals: *The Journal of Business Education*, *INTERFACE*, *Communication in Statistics*, *Statistics and Probability Letters*, *Journal of Statistical Computation and Simulation*, *Human Systems Management*, *Information Processing Letters*, *Journal of Information Systems*, *IEEE Transaction In Professional Communications*, *Accounting Systems Journal*, and *Journal of Systems Management*.

Master of Business Administration Program

On the silver anniversary of the School of Business, the Master of Business Administration program is doing very well. Although the program is not large in number of students, the quality of the program is exceptional.

The first M.B.A. degrees were awarded in 1969. In 1983, the M.B.A. program received full AACSB (American Assembly of Collegiate Schools of Business) accreditation. The AACSB is the only currently recognized accrediting body for schools of business. This accreditation is

obtain a master's degree in technology.

In addition to the EXECUTECH Program, the CIM (Computer Integrated Manufacturing) Project is progressing, providing a natural liaison between business and technology as it relates to the manufacture of goods. It is expected that this project will present new and exciting opportunities for business and technology students and faculty in the near future.

What of the future? Business is a very dynamic and explosive field. The Indiana State University M.B.A. program must continue to expand the graduate curricula in the areas of computerization and internationalization. Currently, computers are used in most courses and an international thread runs through the entire curriculum. Involvement in these areas is expected to grow to meet increased demands for computer and international skills.

In addition, there is a high demand for certificate programs for executives from other countries. Executives from Japan, China, and other far-eastern countries and the developing nations want to attend graduate schools of business to study the differences between the business environment in their countries and the business environment in the United States. Indiana State University is currently assessing and planning course content for summer certificate programs to meet this demand.

The next 25 years will be even more dynamic than the past. The M.B.A. program is expected to grow.

Center for Research and Management Services

Over the past five years, the Center for Research and Management Services (CRAMS) of the School of Business at Indiana State has been very active in the areas of economic development, targeted industry studies, applied research, consultation, and training. The faculty and graduate students of the School of Business, along with a fine University library, provide the resource base for services to both emerging business and existing industry.

Program areas initiated by the Center include in-plant training, economic development research, consultation services, and sales training. A state-wide university initiative involving Purdue University, Indiana University, Ball State University, and Indiana State University is broadcasting an interactive teleconference series on small business education. This unique program is broadcast to all parts of the state and has audiences of several hundred small business individuals.

During the fiscal year June 1988 to July 1989, the Small Business Development Center (SBDC) provided more than 540 hours of direct counseling to 215 clients. The SBDC sponsored or co-sponsored 15 programs which served 183 participants. The SBDC also made additional presentations which reached 943 individuals.

The SBDC provides a wide range of services to a variety of business types. Approximately 30 percent of the clients were retail businesses; 40 percent were in the service industry; 11 percent were in manufacturing; and 19 percent were in wholesale, construction, or miscellaneous industries. Counseling for business start-up, aid in finding sources of capital, or assistance in developing a business plan was provided to 38 percent of the clients. Marketing research, advertising/promotion, and sales training was requested by another 30 percent of the clients. Approximately 12 percent of the businesses required assistance in recordkeeping and preparation of financial statements. Sixty percent of the businesses had at least one male owner, and 40 percent of those served were female business owners.

Persons interested in further information on how the Center for Research and Management Services and/or the Small Business Development Center may be of assistance to their business should contact William C. Minnis, CRAMS Director, or Delaina D. Muenster, Assistant Director, at the ISU School of Business.

Faculty Honor Roll

Faculty members have played an important role in the shaping of the School of Business. Consequently, a special word of thanks is extended to the following faculty members for their long years of faithful, dedicated service.

Present Day Faculty Members Who Were Teaching in 1964 at the Formation of the School of Business

| Name | Department | Date Service Began |
|---------------------------------|---|--------------------|
| John S. Berens, professor | Marketing | 1964 |
| Wynnie M. Ford, professor | Administrative Systems and Business Education | 1960 |
| James E. Lane, professor | Accounting | 1957 |
| Robert P. Steinbaugh, professor | Management and Finance | 1957 |

Emeriti Faculty

| Name, Title at Retirement | Years Served | Department |
|--|--------------|---|
| Theodore Bakerman, professor | 1967-1989 | Management and Finance |
| Elena Banks, associate professor | 1968-1987 | Administrative Systems and Business Education |
| J. Richard Becker, associate professor | 1956-1988 | Administrative Systems and Business Education |
| Byron Brown, associate professor | 1958-1985 | Management and Finance |
| Ervan Holtmann, associate professor | 1966-1985 | Administrative Systems and Business Education |
| Ruthette Krause, associate professor | 1947-1978 | Administrative Systems and Business Education |
| Ralph Mason, professor | 1964-1984 | Administrative Systems and Business Education |
| James R. McCrisaken, assistant professor | 1968-1987 | Accounting |
| Leone Orner, professor | 1956-1970 | Administrative Systems and Business Education |
| Alden Smith, associate professor | 1964-1984 | Management and Finance |
| Herman F. Truelove, associate professor | 1937-1971 | Administrative Systems and Business Education |

statistics, decision analysis, mathematical programming, production management, simulation, and management information systems. Four of the faculty have recently completed MIS institutes sponsored by the AACSB to further prepare them to teach in this relatively new area. All nine doctorally qualified faculty members have been selected for the graduate faculty.

The department has a strong commitment to teaching excellence as evidenced by the presentation of the prestigious Caleb Mills Award for teaching to one of its faculty members. Three faculty members received teaching excellence awards at other universities.

The department also has a commitment to research. In a recent report of research activities during the past five years given to the American Assembly of Collegiate Schools of Business, the department reported the publication of nine books, 29 refereed journal articles, and 39 published proceedings, as well as several presentations at professional meetings. This research activity demonstrates currency in the field and enhances teaching as new developments in the

international, encompassing the United States and Canada.

An exceptional balance between theory and practice has been reached in the curriculum of the M.B.A. program through the use of the Center for Research and Management Services. The students not only have the opportunity to study the theoretical aspects of the respective disciplines in their classes, but are able to apply the theories in real world situations by working on actual cases developed by the Small Business Institute located in the Center for Research and Management Services. This delicate balance of theory and practice results in a student who is ready to provide leadership in the dynamic environment that categorizes business today.

In the fall of 1988, the School of Business collaborated in the EXECUTECH Program in conjunction with the School of Technology. Technology students may take business foundation courses while obtaining a bachelor's degree in technology. As a result, the student may then enter the M.B.A. program with only a 36-hour requirement. A similar scenario exists for a business student wishing to