

Fall 2012 News

CBA Students Participate in the Boeing University Case Study Initiative

During the fall semester, CBA students participated in the first University Case Study Initiative (UCSI) sponsored by the Boeing Corporation Business Career Foundation Program (BCFP). The UCSI is the first of its kind for Boeing in Southern California, and students at Cal State Fullerton also participated in the UCSI on the Fullerton Campus.

The UCSI provided an opportunity for our students to learn more about Boeing while experiencing real-world business challenges. The UCSI helped our students improve their presentation and critical thinking skills while expanding their knowledge of Boeing products and building relationships with Boeing professionals.

Eight teams applied to the UCSI and included a total of CBA thirty one students. Each team was provided a Boeing Mentor for the case study, and the teams had two weeks to research, analyze, and offer recommendations about the case. The teams then prepared fifteen-minute PowerPoint presentations that were presented to a panel of Boeing executives. The Cal State Fullerton students went through a similar, but separate, process. Finance, supply chain, and global strategy were fundamental to the case study, and both graduate and undergraduate students participated in the UCSI.

Boeing provided executives to judge the team's presentations: Mary Ek, Finance Executive of the C-17 Global Sustainment Program; Richard Ullman, Contracts/Pricing Transactions Lead; and David Bever, Director of Geospatial Intelligence Futures for Boeing National Programs. I would like to thank the Boeing execs for taking time from their busy schedules to judge the Case Study Competition.

After five hours of presentations from the eight CBA student teams, the judges selected the top three teams. First place was awarded to the team composed of Jose Espeleta, Lucy Nguyen, Vania Dailey, Barbara Melo, and Violet Knutson. Second place was awarded to the team composed of Katherine Alfaro, Andrew Wilhelm, and Amanda Webber, and third place was awarded to the team composed of Erin Dineen and Jeanette Younger.

The three winning teams from the CBA and from Cal State Fullerton were invited to a networking lunch with Boeing Executives and BCFP participants on Friday, December 7. In the afternoon, these students were also invited to tour of the Satellite Development Center located in El Segundo, California.

Ethics Across the Curriculum Winners Announced

News Update
College of Business Administration
California State University, Long Beach

The Ethics Across the Curriculum program committee, sponsored by the Ukleja Center for Ethical Leadership and led by Professor Kathleen Lacey, has selected its award recipients for 2012-2013. The Ukleja Center offers this initiative annually to financially support the infusion of ethics and ethical leadership in undergraduate and graduate courses throughout the university. CSULB faculty members are invited to apply for teaching stipends each fall.

This year's recipients are:

- Cesar Abarca – Ethics in Community Practice (Social Work)
- Gary Hytrek – Workers' Rights as Human Rights: Ethics and Fairness in the Workplace (Sociology)
- Christopher Karadjov – Breaking the Silence: Reporting on Disability (Journalism and Mass Communication)
- Dana McDaniel – The Ethical Management of Human Resources: Integrating Ethics into HRM 600 (Management and Human Resources Management)
- Jennifer Ostergren – Ethics and Speech-Language Pathology Assistants: Consensus Building in Real-World Applications (Communicative Disorders)

The entire pool of applicants submitted meritorious proposals, so congratulations to the award recipients on a superlative submission!

CBA Beta Alpha Psi Recognized as Superior Chapter

Blane Ruschak, National President of the Beta Alpha Psi honorary student organization in Accounting, recently notified Accountancy Professor John Lacey and the CBA Gamma Omega Chapter that their efforts during the 2011-2012 academic year has resulted in the Gamma Omega Chapter being recognized internationally as a Superior Chapter. Each Superior chapter receives an award check for \$275 sponsored by the KPMG Foundation.

Recognition as Superior Chapter is a significant accomplishment. Under the leadership of Professor Lacey, the Gamma Omega Chapter has far exceeded the baseline requirements of Beta Alpha Psi and has excelled in the areas of academics, professionalism, and leadership. On behalf of the Beta Alpha Psi Board of Directors, Mr. Ruschak thanked the Gamma Omega Chapter for its accomplishments and said that it seems poised for continued success.

Beta Alpha Psi encourages scholastic and professional excellence in the business information field by promoting the study and practice of accounting, finance and information systems; providing opportunities for self-development, service, and association among members; and encouraging a sense of ethical, social, and public responsibility.

As Faculty Advisor, Professor Lacey has provided an invaluable service to the CBA, the Accountancy Department, and the Gamma Omega Chapter.