

SCHOOL OF BUSINESS REPORTS

UNIVERSITY OF SOUTHERN INDIANA

Revised M.B.A. offers custom features

Hall to direct M.B.A. program

Dr. Ernest H. Hall has been named associate dean of the School of Business and director of the Master of Business Administration program.

Hall joined USI in 1992 as director of the Small Business Institute and as assistant professor of management. He was named associate professor of management in 1995 and promoted to professor in 2000. Hall has made presentations at state, regional, national,



Hall

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Flexible scheduling, online courses serve busy professionals who want to advance

Revisions in the Master of Business Administration program to become effective in the fall will allow students more control in developing a curriculum appropriate to their needs and more flexibility in scheduling their classes.

Dr. Ernest H. Hall, director of the M.B.A. program, said, "As change continues to accelerate in the workplace, it is imperative that the business of education evolve and continuously reinvent itself."

Hall said that one of the most important attributes that sets apart the USI M.B.A. program is that it offers access to qualified faculty within small classes.

To prepare students for the future, the updated curriculum reflects the latest in business information and tech-

nology. Major features of the revised program include the following:

- Survey courses have been reduced from 15 hours to 12. This change in the number of prerequisite credit hours expedites entry into the M.B.A. program for a student who earned an undergraduate degree in a discipline other than business. Most individuals who earned a business degree already will have completed the prerequisite courses.

- The foundation skill requirement of calculus has been eliminated. Courses requiring calculus have been redesigned to integrate the quantitative skills necessary for success in the business world.

- Core courses have been reduced from 30 to 25 hours. The new core courses have been reengineered to focus on the critical needs of business professionals.

- Elective hours have been increased from six to 12. The doubling of elective hours allows students to customize the M.B.A. program in a specific area of business to fit their needs and desires.

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Elizabeth Courtney-USI

Dr. Dane M. Partridge, associate professor of management, and students in the M.B.A. program share ideas in a forum setting. The graduate program helps future business executives develop leadership skills and the ability to solve problems on the job.

Technology, the economy, and the USI School of Business

By Phil Fisher

These are truly exciting times. The United States is experiencing its longest period of continuous economic expansion. Unemployment is at its lowest point in 25 years. Thousands of former welfare recipients are working. Huge federal deficits have become surpluses. Inflation remains relatively low; interest rates remain lower than rates during most of the '80s and '90s.

Most experts credit the revitalization of our economy mainly to gains in productivity made possible through technology, especially the application of advances in telecommunications and computing. Productivity, that is, the value of goods and services produced by a unit of labor, increased by an average of 1.4 percent per year during the '70s, '80s, and into the '90s. Since 1995, productivity has increased by an average of 2.9 percent or slightly more than twice the rate of increase during the previous 20 years.

While businesses have used computers intensively for many years, the development of the Internet created opportunities for the convergence of advances in computing with advances in telecommunications to radically alter business processes and reduce costs. The leaders in this are the technology companies themselves. Under-Secretary of Commerce Robert Shapiro said in a speech last year that information technology companies had experienced a gain of 10.4 percent in productivity during the '90s.

While retail sales over the Internet have received the most publicity, most of the productivity gains have been and will continue to be realized in streamlining the supply chain, that is business-to-business supplier and vendor activity. The Internet offers businesses opportunities to lower purchasing costs, reduce inventories, reduce cycle times, provide more efficient

customer service, lower marketing costs, and develop new customers.

In the opinion of most experts, this transformation of business processes has not yet run its course. Many businesses are still in the middle of changing the way they do things, almost all are still refining those processes they have changed, and some businesses have barely started.

What does this mean for the USI School of Business? One thing that is slowing the adoption of new technology is a shortage of people who have both a knowledge of technology to develop the necessary systems and a knowledge of business processes so that the systems they develop are effective. We are responding to this need with proposals for new programs.

In 1994, we reactivated our major in computer information systems. It has since been our fastest-growing major with 265 majors this year. This program is a 61-hour major with 31 hours of the business core and 30 hours of information technology courses that focus on business applications.

This year we have proposed a new major in applied computer science. While the School of Business will offer this degree, it will not be a business degree, but will focus on the skills needed for software development as opposed to the systems focus of the computer information systems program. There is a need for versatile software developers in the area, and this program was developed with the advice of a panel of local information technology professionals to meet the needs of area businesses. It will be offered with two options, a business option and a tech-



Fisher

nology option to meet the needs for scientific and engineering applications.

The program will need considerable new funding for faculty to teach the courses and computers to support the new students. Our plan is to begin this program in the fall.

In June, we formed a task force to take a look at what we should be doing about electronic business (e-business). We looked at programs at other schools around the country and then organized a panel of local experts who are developing e-business applications in their companies or as consultants. We are designing programs at three levels: (1) developing the knowledge of electronic business that every School of Business graduate should have, (2) developing a broad knowledge of business applications of e-business technology for students in our business administration major, and (3) producing e-business experts who would both understand business applications and have the technical knowledge necessary to design and install the applications.

We are taking care of level one now by integrating e-business concepts and applications into our current courses and by offering special topics courses that provide a broad introduction to the field. We may add an introduction to e-business course to our business core required of all business majors. How we address levels two and three is yet to be decided, but we may begin to offer new courses as early as 2001-02.

We estimate that offering the full range of programs will require at least as many resources as the applied computer science degree and that resource limitations in the form of faculty who can teach these courses will control how fast we are able to move in this direction. Nevertheless, we will go forward as quickly as we are able to provide our students with the education they need to be successful in our new economy and provide employers with the people they need to go forward with the new technology.

The new economy offers many opportunities for businesses and business school graduates, but it also presents enormous challenges to businesses and business schools. These are truly exciting times.

Faculty appointments announced

The School of Business welcomes the following new faculty members:

- Dr. Marvin Albin is professor of computer information systems and chair of the Information Systems and Business Education Department. He formerly was director of Sioux Falls Programs, an outreach program at Dakota State University in Sioux Falls, South Dakota. He earned a bachelor's degree from Murray State University, a master's degree from the University of Kentucky, and a Ph.D. from Arizona State University.

- Dr. Soku Byoun has joined the School of Business as assistant professor of finance. He received a bachelor's degree from University of Suwon, Suwon, South Korea; a master's degree from University of Illinois; and a Ph.D. from the University of South Carolina.

- Dr. Daniel Friesner has been appointed assistant professor of economics. He earned a bachelor's degree from Gustavus Adolphus College in St. Peter, Minnesota, and a Ph.D. from Washington State University.

- William Pierrot, formerly an adjunct faculty member for the School of Business, has been appointed instruc-



Albin



Byoun



Friesner



Pierrot

tor in marketing. In Evansville, he previously held marketing management positions with Mead Johnson and served nine years as marketing director for Citizens Bank (now Fifth Third Bank). Pierrot also has experience as an independent marketing consultant. He earned B.A. and M.A. degrees from the University of Iowa.

Maier-Lytle completes accounting internship

Jeanette G. Maier-Lytle '95 M.B.A., instructor in accounting, completed a faculty internship during the summer at Mead Johnson Nutritionals in Evansville. She worked full-time for six weeks in the area of cost accounting, assisting the department in the budgeting process and developing analytical tools for cost comparison.

Since returning to the classroom, Maier-Lytle has hosted a Mead Johnson official speaking to her students on activity-based costing and has led students on a tour of the company's facilities. "I share many examples from my work experience at Mead with my students," she said, adding that she feels additional opportunities for guest speakers, plant tours, and student internships will develop from the relationships built during the internship.

The faculty internship program is an ongoing program of the Accounting Circle, an advisory board to the accounting programs. Maier-Lytle is the second member of the accounting faculty to complete an internship. Dr. Brett J. Long, associate professor of accounting and business law, completed a tax internship with the Evansville firm of Harding, Shymanski & Co., in 1999.

Paper on XBRL recognized as best at meeting abroad

Brian McGuire is co-author of research on financial data

Brian L. McGuire, USI assistant professor of accounting, is co-author of a paper which was recognized with a top award at an international conference in November.

Entitled "The Emerging Electronic Business Reporting Language XBRL," the paper earned the Best Paper Award at the 2000 International Conference on Artificial Intelligence and Emerging Technologies in Accounting, Finance, and Tax. XBRL (Extensible Financial Reporting Markup Language) is a language that provides the ability to prepare, publish, exchange, and analyze information in financial reports in a variety of formats.

Representatives from universities and organizations throughout the world attended the two-day conference in Heulva, Spain. The meeting was sponsored jointly by the Research Group on Artificial Intelligence in Accounting and the Artificial Intelligence and Emerging Technologies Section of the American Accounting Association.

McGuire specializes in the area of accounting information systems. Co-authors were Liv Watson, an information technology consultant for Vision 2000 in Evansville, and Eric E. Cohen of PricewaterhouseCoopers LLP in Rochester, New York.

Another article on XBRL by McGuire and Abbas Foroughi, Mehmet C. Kocakulah, and Jeanette Maier-Lytle of the USI School of Business faculty appears on page 8 of this newsletter.

On the Web

See <http://businss.usi.edu> for information about the University of Southern Indiana School of Business.

Evansville Factbook now available online

The Evansville Factbook 2000-01 is a one-stop, up-to-date, accurate, and comprehensive source of economic, social, and demographic data on Evansville and the region. Research and development for this authori-

tative resource are supported by the Center for Business and Economic Research at the USI School of Business. The sixth edition of the Factbook is now available online with links to sources.

<http://business.usi.edu/factbook>

Hall

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and international meetings on topics related to corporate diversification, international strategy, ethics, and employee compensation. Some of his research has been published in *Academy of Management Journal*, *Strategic Management Journal*, *Academy of Management Executive*, *Journal of Business Strategies*, *Central Business Review*, and *International Association of Management Journal*.

Hall has served as a consultant to area businesses since 1993 and is the University representative on the Foreign Trade Zone Project Team.

He earned a Ph.D. from the University of Mississippi, an M.B.A. from Louisiana State University, and a B.S. from the University of New Orleans.

M.B.A. program

For more information

www.usi.edu/gradstud/business.htm

Online application
<http://www.usi.edu/gradstud/forms/app.pdf>

Office of Graduate Studies
 Peggy Harrel, Director
 812/8465-7015, pharrel@usi.edu

School of Business
 812/464-1718

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M.B.A.

Continued from page 1

- Five of the 10 core courses will meet two hours a week rather than three. The new design will allow students to enroll in two classes (of two hours each) in one evening, thereby minimizing their travel time to campus.

- A new leadership skills class which is part of the core will be dedicated to developing better teambuilding, technology, and communication skills. The class is designed as a workshop with experiential exercises applicable to the business world.

- The first online course in the M.B.A. program will be offered in spring 2001. It is expected that additional courses, including the prerequisite survey courses, will be developed for online delivery in the future.

- Course content has been restructured throughout the M.B.A. program to integrate technology, diversity, and globalization across the curriculum.

- Classes on e-business are under development.

Hall said, "The single most important objective of the M.B.A. program is to produce future business leaders. Undergraduate programs provide individuals with knowledge. Graduate programs take that knowledge and build upon it; but, more importantly, they provide individuals with opportunities to develop their leadership skills. The M.B.A. program prepares its students to lead the process of change that is so critical in today's business world."

The M.B.A. program is accredited by AACSB - The International Association for Management Education.

In revising the program, Hall said the School of Business relied on the M.B.A. Advisory Board, a group of executives from Tri-State business and industry, and upon alumni and student feedback.

Master of Business Administration

Course	Hours
Survey Courses (prerequisites)	
Survey of Accounting	3
Survey of Economics	2
Survey of Finance	2
Survey of Marketing	2
Survey of Statistics/ Operations Research	3
Total	12
Required Graduate Core	
Managerial Accounting	3
Leadership Skills	3
Operations Research/ Advanced Statistics	3
Management Information Systems	2
Operations Management	2
Managerial Economics	2
Financial Management	3
Marketing Strategies	2
Organizational Behavior/Human Resources	2
Strategic Management	3
Total	25
Elective Core	12
Total Required and Elective Core	37
Total Survey Courses and Graduate Core	49

Four Ownby brothers choose School of Business

Meet Brad, Nathan, Chad, and Jeremy — all enrolled at USI

Four new students in the University of Southern Indiana School of Business during the fall semester all came from the same family. They are the Ownby brothers — Brad (born 1977), Nathan (born 1978), Chad (born 1979), and Jeremy (born 1982).

Brad is a senior majoring in business administration with an emphasis in management. He chose a business major because he hopes someday to be his own boss. Nathan and Chad are both juniors majoring in finance. Nathan looks forward to a career in investments or as a financial consultant; Chad is interested in becoming the chief financial officer of a company. Jeremy, a freshman, is following in the footsteps of oldest brother Brad with a business administration major.

The brothers and their parents moved to Evansville in 2000 when their father, Thomas, became manager of production engineering and estimating for the Keller Crescent company. The three oldest transferred from a state university in Georgia; USI is the first college that freshman Jeremy has experienced.

The brothers are enthusiastic about the quality of their experiences at USI.



Elizabeth Courtney-USI

The Ownby brothers are, from left, Nathan, Brad, Chad, and Jeremy.

Nathan and Chad are pleased that USI offers a finance major since that option was not available at their previous university. The brothers also like practical assignments that give them hands-on knowledge of the business world. Among them, Nathan, Chad, and Brad have interviewed staff members from various investment firms and several restaurant managers as part of their

School of Business coursework in business communications. They agreed that these assignments give them networking opportunities and prepare them for their own involvement in business situations.

Other pluses are the School of Business accreditation by the AACSB - the International Association for Management Education, the friendliness and concern of faculty and staff, the modern facilities, and the parking.

The brothers share a 1992 Buick Century with more than 231,000 miles on it for their 10-minute commute to campus. They have become masters at coordinating their schedules so each is on campus when he needs to be.

Will there someday be more Ownbys at USI? The four School of Business students have two younger brothers: Justin (born 1984), a high school sophomore, and Geoffrey (born 1986), an eighth grader.

Faculty Experts Guide

Do you need information or expert consultation? Faculty members in the USI School of Business have expertise in many business-related topics. If you need information or want expert consultation, School of Business faculty members may be able to assist you.

To get your copy of the USI School of Business *Faculty Experts Guide*:

812/465-1681

<http://business.usi.edu/expertguide>

Improving the transfer of financial data online

New XBRL language will streamline transfer

By Abbas Foroughi,
Brian L. McGuire,
Mehmet C. Kocakulah, and
Jeanette Maier-Lytle

Editor's note: The following information is an edited version of an article entitled "XBRL: The Future of Online Financial Data."

Introduction

The "information superhighway" is proving to be a great way to do business. A number of companies are increasing their visibility on the Internet and displaying many types of information, including financial information, about themselves. However, the lack of standard definitions for various types of data on Web sites and the use of proprietary formats for presenting financial information creates confusion and limits the usefulness and transferability of such reports.

To make on-line financial reporting more usable, XBRL (Extensible Financial Reporting Markup Language) is being developed by a consortium of companies and organizations as a standards-based program. This language will provide users with the ability to prepare, publish, exchange, and analyze information in financial reports in a variety of formats. In addition, it will serve to integrate software applications by enabling the automatic exchange and reliable extraction of financial information among various users.

The Need for XBRL

Despite the excitement over increased use of the Internet for electronic commerce, a major problem inherent in information systems still plagues e-commerce — how to make information created in one format/platform accessible in another format/platform. The original solution was HTML, a programming language which uses tags to describe content on Web pages. HTML tags tell Web browsers

how the information in a Web page should be displayed. For example, the tags `` and `` (when placed around text) indicate that the text between the tags should be displayed in bold format.

HTML gives programmers a great deal of room for originality and creativity in formatting Web pages. Individual companies develop their own proprietary standards for using HTML, standards which (more often than not) do not conform to any other company's HTML. As a result, HTML does not easily facilitate the essential requirement for business-to-business transactions — the reliable exchange of data. It has been said that "today's Internet is a vast, unruly collection of HTML, Java SCRIPT and Java on the client side, and a grab-bag of scripted and compiled languages on the server side."

Understanding XML

One must first understand XML (Extensible Markup Language) in order to understand XBRL since XBRL is based on XML. In 1996, XML was introduced to provide a structure for creating Web pages with content more accessible, usable, and transferable to various applications.

XML uses pairs of tags to provide metadata (or information). Standardized XML tags identify text as being certain types of data elements, similar to those in a database. Applications can easily zoom in on XML-created Web pages and extract specific data elements. For example, a computer could easily read and/or extract a patient's name and/or allergy condition from the following XML notation:

```
<patient><name>John  
Doe</name><drug-  
allergy>penicillin</drug-  
allergy></patient>.
```

Accounting is one of the fields which has been creating its own "standards" for the use of XML.

Development of XBRL

The goal of XBRL is to create a standard set of specifications (or terms)

which is the same for all companies and consistent from one financial statement to another.

In 1998, a task force began to explore the use of XML for the electronic reporting of financial information. The task force agreed to provide funding for a project which would create a prototype set of financial statements in XML. An XBRL Steering Committee was created in 1999 and currently includes over 30 member companies and organizations.

The XBRL Working Group maintains a Web site XBRL.ORG, which publishes up-to-date information pertaining to the adoption of XBRL. In October 1999, the XBRL Steering Committee completed an experimental prototype of XBRL (which was used to create financial statements for 10 companies), and a Working Group presented the first phase of XBRL standards in March 2000. XBRL is expected to be freely licensed and used extensively by accountants.

Benefits of XBRL

XBRL will offer many benefits to the accounting profession, including the following:

- Automatic exchange and reliable extraction of financial information among various spreadsheets and software applications which share the XML format

About the authors

The co-authors are members of the faculty of the University of Southern Indiana School of Business.

▼ Dr. Abbas Foroughi, professor of computer information systems

▼ Dr. Brian L. McGuire, assistant professor of accounting

▼ Dr. Mehmet C. Kocakulah, professor of accounting

▼ Jeanette G. Maier-Lytle, instructor in accounting

- Automated and reliable comparisons between business entities made possible by the use of standardized tags
- One-time creation of financial statement information, which can then be rendered many times (i.e., as a printed document, a Web page, a bank filing)
- Cross-referencing of financial statements to all major authoritative accounting pronouncements and standards
- Cross-referencing to all other major reporting formats
- Support from all major accounting software developers and providers of audit work papers
- Flexibility for users to create additional tags to extend the XBRL language to fit their needs
- Direct extraction and importation of data from financial statements into financial statement analysis
- Sharing of data between any database and application which supports the XML format
- Security feature that indicates if an XBRL file has been modified
- Readiness for international use (XML uses unicode, enabling information exchange in all major languages)

Prospects for the Future of XBRL

XBRL will have major impacts on all participants in the financial report-

ing supply chain. Companies will be able to prepare financial statements more efficiently, creating them once and then rendering them as printed reports, on Web sites, or as regulatory filings. Analysts, investors, and regulators will benefit from automated analysis, less re-keying of information from one form into another, and the ability to receive information in the preferred format for specific types of analysis.

If XBRL fulfills its objectives, it will result in enhanced communication of financial information, reduced costs of doing business, and increased efficiency of business decision making.

XBRL will eventually be used to represent all authoritative accounting literature, reporting precedent, and accounting research materials. The Security and Exchange Commission soon will use XML as a filing format.

Every public company will be able to make its financial information available on its Web site. Companies applying for loans will be able to e-mail to the bank their XBRL-formatted financial information, which automatically will be imported into the bank's loan analysis software.

Financial auditing can be a continuous process performed on a daily basis instead of once a year. XBRL will make possible an auditing by exception process that will improve security within the company. In addition, the auditing process will use intelligent agents to notify the auditor of discrepancies in near real-time. A bank in Italy already offers loans at lower rates to companies that use XBRL standards because the companies can audit themselves more consistently and are, therefore, lower loan risks for the bank.

Conclusions

Expectations are high for the XBRL Work Group's release of the newest accounting-specialized Internet programming language. If XBRL fulfills its objectives, it will result in enhanced communication of financial information, reduced costs of doing business, and increased efficiency of business decision making.

School of Business to offer computer science major

New program responds to regional workforce needs of 'new economy'

The School of Business will offer a major in computer science beginning in the fall. The program was approved in December by the Indiana Commission for Higher Education and awaits funding by the legislature.

Dr. Marvin Albin, professor of computer information systems and chair of the Information Systems and Business Education Department, said the School of Business developed the program based on workforce development needs in southwestern Indiana. A report released last summer by the USI President's Task Force on Economic and Workforce Development indicated that the demand in the region for computer scientists would grow by 300 job openings from 1996-2006.

The School of Business currently offers a major in computer information systems, which prepares individuals to develop and support computer systems in a business or organizational environment.

The new major will be an applied computer science program, preparing graduates to develop and engineer software.

The program will offer two tracks: business and technical.

The proposal to fund the program includes the addition of faculty members and a state-of-the-art laboratory equipped with computers using the Linux operating system.

Albin said that the School of Business expects some students enrolled in the computer information systems program and the computer science minor to be interested in the new computer science major as soon as it becomes available.

The new program will provide outstanding career opportunities for graduates and meet crucial needs for employers. Albin said, "There is plenty of demand right here in the area for graduates in computer science."

The ICHE has indicated a desire to focus on programs that will result in more students enrolling in and graduating from "new economy" degree programs. These include programs in information technology, science, mathematics, business, engineering, and other technology-related fields that are critical to Indiana's economic welfare.

Larry Arp: looking ahead for USI

Professor retires after 28 years of distinguished service to University, profession

Even though Larry W. Arp has witnessed dramatic change and growth in the last 28 years at the University of Southern Indiana, he thinks the best years for the University are ahead. Arp retired in July as professor of business education and chair of the Information Systems and Business Education Department in the USI School of Business.

When he joined the University in 1972 as associate professor of business, the discipline of business was still very much a “data processing environment.” There were no computers on campus. Processing was done at a remote location. At retirement, Arp chaired a department that offers undergraduate majors in computer information systems and business education as well as a post-baccalaureate certificate in computer information systems.

As the department continues to prepare students for the workforce, Arp has some observations about its future.

“The technology continues to change rapidly and the ability of the University to educate faculty and keep them up to date with information technology is going to be difficult,” he said. “Even though we have sabbatical policies, we probably have to provide sabbaticals more often. Faculty almost need some new training each year and more in-depth study every two or three years.”

Arp also pointed out the difficulty of attracting qualified faculty in the information technology field because of the many opportunities available to them in the private sector. He indicated a need to compensate faculty appropriately in order to compete with private industry for their talents.

Another challenge for the department in the years ahead will be the

need to prepare increasing numbers of business education teachers for secondary schools. A teacher shortage is predicted in the next 10 years as baby-boomers begin to retire. Arp said that some larger school systems across the nation offer signing bonuses or higher starting salaries to encourage careers in teaching.

In addition to taking on increasing responsibilities in the teaching arena over the years, Arp served from 1987-91 as director of athletics, which was then a half-time position. “I’m proud that the wooden floor on the basketball court and the lights on the soccer field were installed during that time,” he said, recalling the USI Athletics program as it came of age.

Arp was named chair of the Information Systems and Business Education Department in 1991.

He believes that USI is on the threshold of achieving strong regional or national recognition. In particular for the School of Business, he said the accreditation from the AACSB - The International Association for Management Education has led to higher expectations.

“We enjoy a measure of community support that is a positive influence on what we do,” he said.

Arp earned a B.A. from the University of Northern Iowa, an M.A. from Adams State College, and an Ed.D from Utah State University. Before joining USI, he was a graduate teaching assistant at Utah State and spent several years as a high school teacher and football coach in Nevada, Colorado, and Iowa.

Arp was awarded the Distinguished Service Award in 2000 by the USI School of Business and was named Outstanding Business Educator by the Indiana Business Education Association

in 1999. He is widely recognized for his service to his profession, particularly for his work on the Leadership Board of the Region 13 Southwestern Indiana Partnership for Workforce Development and for contributions to Indiana’s Tech Prep program that prepares students for careers through a combination of school-based curriculum and work-based experiences. One Tech Prep initiative is the Faculty-at-the-Factory program which places high-school teachers in one-week paid internships during the summer to learn about a business. Teachers come back to the classroom knowing more about what their students need to learn in the classroom to be effective on the job.

Arp also helped introduce a college-level business course in the high school curriculum. Students who complete the course receive both high school and college credit.

In 2000, Arp was named the Outstanding Career and Technical Educator by the Indiana Association for Career and Technical Education for his service as an “exemplary role model of professionals in the vocational-technical area.”

Arp has served as chair or member of all major University and School of Business standing committees, including the Faculty Senate. He was president in 1992 of the Indiana Business Education Association.

As retirement begins, Arp plans to concentrate first on enjoying the more relaxed schedule and then he hopes to continue involvement in some of the service activities that he has found meaningful in the past. He has served on the United Way allocation committee, the executive boards of both the Friends of the Willard Library and the Friends of the Evansville-Vanderburgh Public Library. He also has been active in First Presbyterian Church.



Arp

We enjoy a measure of community support that is a positive influence on what we do

Alan Brill urges students to take on difficult tasks

How to make yourself valuable in workplace

Alan Brill, founder and president of Brill Media Company, advised students in the School of Business to seek and accept the most challenging tasks their employers have to offer.

"You find out that you can do things you didn't think you could do," said Brill, whose Evansville-based company owns newspapers and publications in Michigan and radio stations in Evansville, Colorado, Minnesota, Pennsylvania, and Wisconsin.

Brill spoke to faculty and students October 19 as the Executive-in-Residence, a program that brings a senior executive to campus once a year for a day of presentations to faculty and students.

Before entering the M.B.A. program at Harvard University, Brill spent a year in the Peace Corps, working to develop a credit union movement in

Ecuador. "It was an opportunity to find out about myself and how I'd respond to circumstances I had never encountered," he said. After graduate school, Brill worked in finance, real estate development, and management before starting his own media company.

He urged students to accept responsibilities that prepare them to take advantage of future opportunities. He also reminded them that their value in the workplace comes from being valued by someone else — a boss, customer, or lender.



Elizabeth Courtney-USI

Fall 2000 Executive-in-Residence Alan Brill talks about career planning with School of Business students.

Brill also discussed trends in the business environment that concern him. These include increasing regulatory encroachment, lack of an understanding of the role of profit, a growing sense that the Internet can replace direct human interaction, and the decline of localism.

Let us hear from you!

We welcome comments from our alumni and friends regarding accomplishments, career choices, and momentous personal events. Send to Nancy F. Bizal, School of Business, University of Southern Indiana, 8600 University Boulevard, Evansville, IN 47712-3597 or nbizal@usi.edu.

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Please use this information only to maintain accurate alumni records.

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Alpha Kappa Psi to establish Investment Club

The Theta Phi chapter of Alpha Kappa Psi is organizing an investment club as an educational project for its members.

Dr. Mohammed F. Khayum , associate professor of economics and sponsor of the professional business fraternity, said the investment club will join the National Association of Investment Clubs and will open an account with an online broker.

Alpha Kappa Psi will devote the proceeds from its golf scramble in June and from other chapter activities as an initial investment. A committee will make decisions about portfolio and investment strategies.

Matthew Giles , a junior majoring in finance, said that club members are focusing on the educational aspect of the investment club. "As a

business manager, it is beneficial to have a general idea of the market and how it fluctuates," he said.

The members plan to consider investments in mutual funds as well as in individual stocks. Khayum said any gains which the club realizes will be used to fund travel to the organization's national convention, attendance at leadership conferences, and other Alpha Kappa Psi activities.

Business fraternity meets Mayor Russell Lloyd

Mayor Russell Lloyd of Evansville shared an informal discussion and luncheon recently with members of Alpha Kappa Psi.

The mayor encouraged students to take an active role in what is happening around them, to follow political developments, and to be involved in the political process — including voting.

Lloyd indicated some of the challenges facing government. He mentioned the difficulty of acquiring and integrating modern technology and spoke of the need for strategic planning in managing an organization, private or public, and the need for strategic planning in managing one's own career.

In response to students' questions, he discussed the zoo, the Main Street walkway, his career path, and his decision to run for mayor. His biggest surprise since becoming mayor is "the number of people interested in meeting with the mayor," he said.

The professional business fraternity invites speakers from the community to campus to give members a greater awareness of how community leaders operate and think.

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A publication of the
School of Business
University of Southern Indiana
Phil Fisher, Dean
Nancy F. Bizal, Editor
812/464-1801
Betty R. Vawter, News and
Information Services