Muhlenberg Captures Championship in Fleming Ethics Bowl

The second Fleming Institute Ethics Bowl Competition was held on March 28, 2011, in the White Pavilion of the DeSales University Center. Eight undergraduate and four graduate teams from DeSales University, Muhlenberg College, Moravian College and the Pennsylvania State University, Lehigh Valley campus, participated in the event.

Richard Fleming, the event founder, was also in attendance. Fleming’s goal in developing the event was to provide students with an opportunity to consider ethical issues in the workplace and their impacts in the organizations, the communities, and beyond.

Each year, student teams research a new topic. This year, students had the opportunity to explore business ethics issues related to healthcare in India.

The event opened in the morning with an orientation for ethics bowl judges, followed by a welcome and opening remarks from Dr. Sue Y. McGorry, planning committee chair. Undergraduate rounds were held in the morning, with finalists announced before lunch. Afternoon sessions included the undergraduate finals and MBA teams.

A team from Muhlenberg College, led by team advisors Dr. Donna Bergenstock and Dr. Daniel Doviak was the undergraduate team champion, while a team from DeSales University was the first runner-up. The graduate level team champion was a DeSales team, advised by Jonathan Matas.

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The business division thanks the planning committee: Greg Jefferies, Elizabeth Rosa, and Joyce Rhoads ’02.

Additionally, we thank the following Fleming Ethics Bowl judges for their participation in this year’s competition:

- Larry Deal, Executive Director, The Heart Care Group
- Rich Jennings, Fulton Financial Advisor
- Kevin E. Flemming, President, Integrity Personnel, Inc
- Tom Garrity, Managing Partner, Compass Point Ltd.
- Patrick Lincoln, National Sales Director, Nassau Broadcasting
- Dennis Morton, Financial Consultant, CWM Group
- Shelbi R. Gourniak, Family Owner, Rodale, Inc.
- Dr. Ramona D. Hollie-Major, Executive Director, The Crayola Factory
- Rev. Dr. Sherrie Sneed, Pastoral Care Director, Pocono Medical Center
- Eugene Yacapsin, Regional Sales Manager, Hertz Equipment Corporation

About the Fleming Institute for Business Ethics

Through the generosity of Richard Fleming and his family foundation, The Fleming Institute for Business Ethics was established in 2009. The programs and activities of the Institute are administered by the Division of Business in collaboration with the Salesian Center for Faith & Culture.

The Institute also seeks to develop business graduates who are poised, mature, articulate, and prepared to work in diverse environments, all with a conviction that doing what is right and good is the ultimate measure of success in business. The programs and activities will also be offered to the local and regional business communities.
Word From the Division Head

I hope you are enjoying your summer and are taking time to recharge your batteries with a little summer vacation trip. I am trying to make it out to the golf course as much as possible to enjoy some of the warm weather we’ve been having.

This version of the newsletter gives you an inside look on how busy things have become here at DeSales. The business division has worked hard to put together several successful programs such as Export University and the Fleming Ethics Bowl and has added several new academic programs, including the BS/MBA in accounting and the human resources management concentration in our MBA program. Many faculty members and staff have put a great deal of time and effort into these endeavors to make them a success.

Perhaps the most exciting news is that the Gambet Center for Business and Health Care Education has become a reality. Ground was broken in June, plans have been put together, and the new building should be complete by May 2013. It will be a really great building and I think it will be an appropriate home for our quality business programs.

We are also arranging a business alumni reception during Homecoming Weekend. It will be on September 23 from 6:30 to 8:30 p.m. I hope you can make it as the faculty love to meet with their former students. Hopefully construction for the new building will be underway by then so you can get a peek at what the new site will look like.

Please feel free to reconnect with the University. My office is always open and it would be great to have you come by. We are always looking for guest speakers for our classes or clubs, and we are also looking for locations to take our students on field trips. If you are interested, please let me know.

I hope you enjoy this edition of Business Matters. Have a great summer!

Accounting and Finance Club Networks with Wall Street Firms

By John Snyder ’11

During the final weeks of the spring semester, the Accounting and Finance Club traveled to New York City to spend time with professionals at the multinational investment bank Credit Suisse. We were welcomed by Salva Favia, the COO of product control, and Asha Smith, a campus recruiter, who provided the company’s background information and an itinerary for the day.

The experience at Credit Suisse began when Frank D’Alessio discussed some of his experiences of starting his career in finance at Lehman Brother in the derivative department and how he came to be in his current position at Credit Suisse. He also described the challenges Credit Suisse faces in managing risks in an event-driven market. D’Alessio introduced UCLA’s legendary Coach John Wooden’s pyramid of success and his 12 lessons in leadership. We were told to learn as much as we can about industries and job positions and to develop a passion for them. Students were encouraged to define success for themselves to help them fulfill their career goals.

One of the goals of the professionals at Credit Suisse was to make us aware of the challenges and opportunities inherent to working in teams. Smith arranged a team-building exercise and asked us to participate and challenge our abilities to work in groups.

Students were split into two teams and separated to opposite ends of the room. The team challenge was to build a bridge out of newspaper and masking tape, allowing an object four inches high and eleven inches wide to pass under the bridge. Additionally, the bridge had to hold a five-pound object for ten seconds.

One team constructed a bridge meeting both specifications while the other team met the weight requirements. After the bridges were constructed and tested, we discussed the similarities between the team exercise and working in a corporation. Students found that in each team, one person emerged as the leader of the group while the other members took roles in constructing and altering the bridges. The exercise taught us the challenges of communicating different ideas to achieve a common goal and being adaptable while following a plan.

For the remainder of our time at Credit Suisse, we discussed building chronological resumes—that resumes are an evolving tool that need to be updated often. We learned that an effective resume must include a heading, objective statement, a summary of technical and relevant skills and abilities, an education section, and a section with related work experience. We gained valuable information from this presentation to help us improve our resume-writing abilities.

After our time at Credit Suisse, we explored the American Museum of Natural History.

We finished the day by heading to Yankee Stadium to relax and watch a game between the New York Yankees and the Baltimore Orioles.

“We were told to learn as much as we can about industries and job positions and to develop a passion for them.”
Born and raised in Philadelphia, I began my freshman year at DeSales University as an English major and took several liberal arts courses to diversify my academic career.

However, I graduated from DeSales in 1981 as one of the first full-time day students with a Bachelor of Arts in business management. At that time, business management degrees were only offered through the evening ACCESS program, and I had to take some classes with ACCESS students to complete the program.

I also completed a master’s degree in business administration from Eastern University and studied Italian and Spanish as foreign languages.

I have many great memories of my time on campus. DeSales was a small and personal community of education, faith, and fun that would be hard to duplicate today. I can vividly remember rehearsing for a minor role that I had in a show during my freshman year. It was a one-act play named *The Lottery*, part of *Three of a Kind*, directed by theater faculty William Callahan. One night after my rehearsal, I walked back to my room in Tocik Hall only to be surprised with an 18th birthday party and a room full of campus friends. That was my first introduction to a dorm party, and after living on campus for only a short time, I knew that I had made the right choice for my college education.

While DeSales provided a great and challenging academic experience, it also allowed me to learn so much about student life—I served as president of my freshman class, sang Frank Sinatra tunes on campus, played soccer and intramural sports, and served as resident advisor for my last two years.

I also appreciated my spiritual growth and development through Masses offered at Wills Hall and the campus ministry services at Conmy Hall on weeknights. I will always value the wonderful people I met while at DeSales. I still appreciate the guidance of my English professor and advisor, Ruth Butler, and the wisdom and leadership of former DeSales President Fr. Daniel Gambet, OSFS. Marge Kender, associate dean of students, made student life and the DeSales community a friendly and warm place for learning. I am thankful for the opportunity to have learned and grown from these individuals and the Christian Humanism values that still influence my professional and personal life.

A year after graduating from DeSales, I started a public service career with the U.S. government, working first for the Social Security Administration, then for the U.S. Navy and Department of Defense in accounting, logistics, and foreign military sales areas before moving to the U.S. Commercial Service and International Trade Administration in Philadelphia.

I joined the U.S. Department of Commerce in July 1998 after 16 years of civil service with the Department of Defense and the U.S. Navy Foreign Military Sales and International Logistics programs. Traveling extensively throughout Asia and Europe, I was the foreign military sales technical data manager for U.S. Navy aircraft and weapon systems sales to Japan, Taiwan, Singapore, Egypt, France, Israel, and other countries.

Aside from local trade duties, I managed the rural export initiative for the U.S. Commercial Service and have helped exporters throughout rural Pennsylvania gain access to foreign markets. In particular, I developed international trade partnerships with various state and local government agencies as well as business organizations to promote U.S. trade initiatives and create trade education programs for small- to medium-sized exporters.

As a DeSales alumnus, I was pleased to return this year as the central coordinator and contact from the U.S. Department of Commerce for Export University. Export University is a series of courses on exporting designed by the District Export Council (a volunteer non-profit organization associated with the U.S. Commercial Service whose members are appointed by the secretary of commerce to provide mentoring on exporting. More information is available at www.us-dec.com/html/home.html.) and the U.S. Commercial Service of the U.S. Department of Commerce. I am a senior international trade specialist and work with companies in the information communication technologies, safety, security, aerospace, and defense industry sectors. On March 17 and June 6, DeSales University hosted two sessions of Export University. More information about these sessions is in the article on page 5.

I recommend that all students (including non-business majors) learn and challenge themselves to understand international business practices, foreign economies, cultures, and languages. Knowledge about global economics and international business are keys to survival in today’s job market. This knowledge not only makes you more competitive, but also makes you valuable to an employer. Whether you are majoring in accounting, finance, management, or marketing, international business knowledge and skills are essential to organizations. Regardless of your business discipline, there are greater lessons to be learned outside of the classroom. Receiving a DeSales University business degree, prepares you for the challenges and opportunities that lie ahead as future business leaders in a global economy.

I hope all business students will seize the opportunities of the abundance of resources that DeSales University has to offer.
Announcing the Accelerated BS/MBA in Accounting Dual Degree Program

By Elizabeth Rosa, CPA, C.M.A.

Beginning with the class of 2012, DeSales full-time traditional accounting majors will have the opportunity to earn, in an accelerated format, the 150 credit hours they now need in Pennsylvania for CPA licensure, as well as a DeSales MBA degree. Changes in Pennsylvania’s CPA licensure law now require CPA exam candidates who graduate after January 1, 2012, to complete 150 hours of education (30 credit hours beyond the requirements for a B.S. degree) before their CPA licenses are granted. All accounting majors and future freshmen recruiting classes who wish to become CPAs will be subject to the 150-hour requirement.

This new program was created by the DeSales accounting faculty in response to the changes in the CPA licensure law, which will affect the way in which accounting majors in Pennsylvania are recruited into college accounting programs. A majority of students will now choose their undergraduate accounting programs based on their ability to complete the 150-hour requirement at the same institution, and so the initial enrollment decision of prospective accounting majors will be heavily influenced by the availability of such a program.

After graduating in May of their senior years with bachelor’s of science degrees in accounting, program participants will take classes on an accelerated schedule during the summer and fall terms and graduate with MBA degrees in January.

This fall, DeSales has three senior accounting students who will take their first MBA course—AC 505, International Accounting.

For more information on this exciting new program, contact Dr. Christopher R. Cocozza, business division head, at 610.282.1100, ext. 1446, or visit www.desales.edu/business.

### Timeline Curriculum

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<tr>
<td>Fall 2011</td>
<td>One MBA course</td>
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<tr>
<td>Spring 2012</td>
<td>Two MBA courses</td>
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<tr>
<td>May 2012</td>
<td>B.S. degree in accounting</td>
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<tr>
<td>Summer 2012</td>
<td>Two MBA Courses May-June in 6-week format</td>
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<tr>
<td>Fall 2012</td>
<td>Four MBA courses</td>
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<td>January 2013</td>
<td>MBA degree</td>
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### MBA Degree

**MBA graduate** Peter Vuong

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**Save the Dates Fall 2011**

**Career Services Open House**

Tailgate Party

9/7 • 10:00 a.m. – 3:00 p.m.
Career Services Office, Dooling Hall 121

**Admissions Information Sessions**

9/10, 9/17, 9/24 • 10:00 – 11:00 a.m.
University Center

**Preparing for Graduate School, Presented by Kaplan**

9/15 • 6:00 – 7:00 p.m.
Commonwealth Room, DUC

**Homecoming & Reunion Weekend**

9/23 – 9/24
For more information, visit www.desales.edu/homecoming

**Business Alumni Reunion**

9/23 • 6:30 – 8:30 p.m.
University Center

**Connections: Career & Internship Fair**

10/18 • 12:00 – 4:00 p.m.
Commonwealth Room, DUC

**Parente Beard On-Campus Recruitment**

10/19
Register through College Central
Network this fall

**Admissions Fall Open Houses**

10/23 • 9:30 a.m. – 2:30 p.m.
11/13 • 9:30 a.m. – 2:30 p.m.
Billera, Dooling, DUC, Labuda, Trexler Library, Hurd Science Center, & Residence Halls

**Create Your Own Career: A How-to in Entrepreneurship**

11/17 • 6:00 - 8:30 p.m.
University Center

**M.B.A. Summer and Fall Information Sessions**

7/26 • 6:00 p.m.
Pocono Medical Center, Stroud Room
7/28 • 6:00 p.m.
Lansdale Area Campus
7/30 • 10:00 a.m.
Center Valley Campus
8/1 • 12:00 p.m.
Online
8/1 • 6:00 p.m.
Immaculata University
8/2 • 6:00 p.m.
Online
8/3 • 6:00 p.m.
Easton Area Campus
9/14 • 12:00 p.m.
Online
10/5 • 6:00 p.m.
Online

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**www.desales.edu/mba**
DeSales’ Export University Program: Educating Toward Export Excellence

By Thomas Allen ’12

The Export University program is a series of practical education workshops on exporting designed to help American companies begin an export initiative and gain new skills and innovation in expanding their international sales. Workshops are designed in three series one-day seminars to fit all levels of exporting experience.

The 101 series of Export University courses are perfect for new-to-export companies or those that have been responding to sales inquiries but not proactively pursuing international sales. The 201- and 301-level courses are more advanced and tackle topics from trade finance, export regulations, complying with international standards, and U.S. and international tax benefits for exporters.

We had four great speakers, high attendance, and good networking at the first workshop on March 17. Based on the positive comments we received, the event was a success. The companies that attended were pleased with the array of presenters and the valuable information they provided to the audience.

The four speakers for the workshop included two DeSales alumni: Jason Martineau ’96, international sales manager for Penn Stainless, and Samuel Cerrato ’81, senior international trade specialist for the U.S. Commercial Service in Philadelphia. Timothy Charlesworth, Esq., of Fitzpatrick, Lentz, & Bubba, P.C., and Dr. James Chan, president for Asia Marketing and Management also presented.

The Export University presentations covered topics including assessing opportunities and challenges, finding target markets, international business readiness, and market entry strategies. In particular, Chan provided a dynamic presentation by sharing his extensive exporting knowledge and skills.

The program coordination not only provided service to the Lehigh Valley community, but it also gave practical international knowledge to MBA, ACCESS, and traditional day students. For registrants who could not attend on campus, a webinar format was available. Our technology team, under the leadership of Dr. Tonya Amankwatia, provided valuable resources to the program.

Personally, as a traditional day student and finance and accounting major, I felt the seminar was a unique opportunity for me to learn about international business. I was enrolled in an independent study course, Global Economic Issues, with Dr. Tahereh Hojjat this past spring, and one of my assignments was to write a research paper: Factors Affecting Companies to Export.

This workshop was informative and helpful for me because I incorporated what I learned in my term paper. I did very well on my paper and it was accepted for presentation at the Pennsylvania Economic Association 2011 Conference on June 3 and 4 in Carlisle, Pa.

Visit www.desales.edu/business for updates on Export University, or contact Dr. Tahereh Hojjat or Dr. Charles G. Jobs at 610. 282.1100.

Export University Spring 2011 Seminar Speakers

Speakers at the Spring 2011 Export University seminar included (from left to right) Dr. James Chan, Jason Martineau ’96, Timothy Charlesworth, Esq., and Samuel Cerrato ’81.
The Peking Bulldog Wins Sushi Scholar Competition

By Joyce C. Rhoads ’02

In our winter issue of Business Matters, everyone was invited by Dr. Christopher Cocozza to visit Kome Restaurant in the Promenade Shops at Saucon Valley on March 29 and watch him compete as a sushi scholar.

Sushi scholar was a fun evening where Kome guests had a chance to sample sushi dishes prepared by local educators and then vote for their favorite sushi recipe. We are proud to announce that the DeSales Peking Bulldog beat out the Penn State Nittany Lion and raised $472 for DeSales University.

Cocozza selected one of his favorite dishes—shichimi duck breast—and added three sauces as a personal touch. He decided on a mild mustard miso sauce, a spicy miso sauce, and a wasabi salt with sweet soy sauce.

The championship honors went to Jaindl Elementary School ($1,930), while Nazareth Middle School received $630. Kome sponsored the local educators event over a three month period and raised $3,032 for Lehigh Valley schools.

Kappa Xi Induction Bows to Mother Nature

By Amy K. Scott, Ph.D.

The Kappa Xi Chapter at DeSales University had plans for their 2011 induction ceremony; however in this case, Mother Nature laughed.

Over the years, we’ve changed the date of our initiation ceremony from fall to spring, and now to winter. This year, Mother Nature changed it for us. We originally scheduled our initiation for Wednesday, February 2, which happened to be the middle of a big Northeast ice storm.

Our campus serves the Lehigh Valley with many different programs—traditional day, evening ACCESS, and MBA. We have students who commute from Philadelphia and the Pocono Mountains. Our initiation was held the following week, on February 7, and had a decent turnout, even with the last minute switch. Waiting a few more days for our new members was well worth it.

The Division of Business congratulated the new members and recognized their excellence on the Kappa Xi website, under the Delta Mu Delta link at www.desales.edu/business.