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 expects, 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 with goals 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)
Over the years the mission of education for business has expanded to provide 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 growth and leadership. The full reorganization 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 beyond classroom learning experiences and provides the opportunity to apply business principles to classroom learning. The professional student organizations with chapters at ISU are:

- **The Accounting Society** focuses on community service, social activities, and professional conferences.
- **Professional organizations** provide opportunities for members to network with personnel from accounting firms and to work on internships and in the profession. 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 also serve as receptionists at the October School of Business Alumni Reunion. ISU APCA members serve on the help of the ISU Career Center and the Walsh Valley Chapter of the National Association of Accountants (NAA). The group plans to send a booklet of students' resumes to approved employers. The Accounting Society presently has a membership of approximately 100.
- **Alpha Kappa Psi** is in its fifth year at ISU and has its national recruitment begins the second week of the fall term when the organization is set up in the School of Business building to attract prospective members. The organization works 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.

### Education

**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). This organization is a national honorary society which sets up in the School of Business building to attract prospective members. The organization works 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.

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School of Business Computer Resources

The trend in business computing at ISU is a move toward personal computers. While the mainframe computers used in the 1960s, 1970s and early 1980s for classes, nearly all of the courses have been moved to the personal computer or PC.

Students have access to the School of Business to a large local area network (LAN) equipped with 48 high-speed Unix 80286 computers. Other sites on campus share similar hardware. The 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 Unix 80286 computer with five megabytes of RAM and a 157-megabyte hard disk drive.

Dot matrix printers are used for most printouts. A pay-per-page printer is available at low cost for those wishing near-typewriter 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 used in computer networks are commercial releases of popular, commercially available programs. All business students are exposed to WordPerfect, Lotus 1-2-3 and dBASE. Other packages include WordStar, PageMaker, Excelerator, and GSPS are also available.

The Student terminal lab also is housed in the School of Business. There are 15 terminals with video display terminals and a high-speed line printer that connect with the mainframe computing center in Revere Hall. In this facility, students and faculty use a comprehensive set of professional business software, including: COR, CAFE, COBOL, and FORTRAN, statistical packages (Minitab, SPSS, and SAS), and linear programming (LINPO), a language (FORTRAN), and database management software. The Center for Business Instruction 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 communication lines installed in their offices that connect to the port selector in Revere Hall. The port selector is a high-speed Incom-line to one of the large computers in the computer 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 or receive large data files and delay the eliminate the experienced in mail communications. Faculty and staff also can access the on-line library catalogs of ISU, Roosevelt University, and the Field-North Bay Area Woods through LIBS (Library User Information System). Cunningham Library also has facilitated library research through the purchase of five CD-ROM Compact Disk libraries containing systems and databases for the school of business.

A major project for the 1980-90 years is the implementation of a local network connecting faculty offices with terminals on campus and at other universities. Faculty will be able to access any of the student terminal microcomputer clusters from their offices in order to share data files with students and campus personnel.

The School of Business has taken a leadership role in the use of microcomputers in education and has accomplished significant advancements in computer systems. The school has developed a curriculum in which we anticipate that the networking changes scheduled for this year will provide significant data sharing with students and faculty on campus and in other universities.

Department of Accounting

The Department of Accounting is looking forward to the next 25 years to be a period of degree programs in the past. The Department of Accounting has among its alumni many who have become partners in public accounting firms, both large and small. As small as alumni are public accounting are principals and leaders in the promotion of accountants of these firms. All of the CPA firm located in Terre Haute are largely staffed by ISU Graduates.

The department is equally proud of the accounting graduates who took entry-level positions in industry, government, and not-for-profit entities, and those who decided to become managerial teams in organizations in these positions. Several of our graduates have earned honors on the CPA Examination by being in the top percentage in the nation. The accounting faculty is proud of the students who have graduated in the achievements of its alumni.

Looking ahead to the next 25 years, the department anticipates many challenges. The American Institute of Certified Public Accountants has been required to have the CPA Examination by being in the top percentage in the nation. The accounting faculty is proud of the students who have graduated in the achievements of its alumni.

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Some management faculty members are researching the management styles of CEOs of high technology firms, the use of computers in the business curriculum, and others are working on leadership in the Milton S. Eisenhower College of Business.

The business school has undergone exciting changes. A new course, "International Financial Management," has been added to accommodate international business students. The bachelor's degree in finance has been shifted to the College of Business. Other courses have been revised to reflect innovations in electronic commerce in the classroom and at the management shop. The finance major in this department has also been shifted to the College of Business.

Department of Marketing

Over the last 25 years, the Department of Marketing has grown to seven members, with Dr. Dale Varick currently serving as chairperson. The marketing faculty has focused its recent energies on improving the marketing effort and on developing a comprehensive marketing curriculum.

All marketing faculty have been involved in evaluating and improving teaching and research programs. Selective and creative ideas have merged in research activities. The acquisition of a computer and the development of a marketing information system has also contributed to the department's growth.

The study of marketing has received a broad spectrum of faculty members, and the academic strength and expertise have been recognized by the American Marketing Association.

The student chapter of the American Marketing Association has also been active in bringing practical aspects of the discipline to the students. The department has organized a number of international conferences, focusing on the latest trends and developments in the field.

Present Day Faculty Members Who Were Teaching in 1964

at the Formation of the School of Business

<table>
<thead>
<tr>
<th>Name</th>
<th>Department</th>
<th>Date Service Began</th>
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<tbody>
<tr>
<td>John S. Benes, professor</td>
<td>Marketing</td>
<td>1964</td>
</tr>
<tr>
<td>Wymie M. Ford, professor</td>
<td>Administrative Systems</td>
<td>1964</td>
</tr>
<tr>
<td>James E. Lane, professor</td>
<td>Accounting</td>
<td>1957</td>
</tr>
<tr>
<td>Robert F. Steinwachs, professor</td>
<td>Management and Finance</td>
<td>1957</td>
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Emeritus Faculty Members

<table>
<thead>
<tr>
<th>Name</th>
<th>Years Served</th>
<th>Department</th>
</tr>
</thead>
<tbody>
<tr>
<td>Theodore W. Malan, professor</td>
<td>1967-1999</td>
<td>Management and Finance</td>
</tr>
<tr>
<td>Lenna Banks, associate professor</td>
<td>1968-1987</td>
<td>Administrative Systems</td>
</tr>
<tr>
<td>Byron Brown, associate professor</td>
<td>1958-1985</td>
<td>Management and Finance</td>
</tr>
<tr>
<td>Ervin S. Dian, associate professor</td>
<td>1966-1985</td>
<td>Administrative Systems</td>
</tr>
<tr>
<td>Bud Deutsch, associate professor</td>
<td>1957-1984</td>
<td>Administrative Systems</td>
</tr>
<tr>
<td>Ralph Mason, professor</td>
<td>1968-1987</td>
<td>Administrative Systems</td>
</tr>
<tr>
<td>James R. McCrae, associate professor</td>
<td>1956-1970</td>
<td>Administrative Systems</td>
</tr>
<tr>
<td>Leone Onsrud, professor</td>
<td>1964-1984</td>
<td>Administrative Systems</td>
</tr>
<tr>
<td>Alden Smith, associate professor</td>
<td>1937-1971</td>
<td>Administrative Systems</td>
</tr>
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Field of study is 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 individual 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 and knowledge for the placement of the Management Information Systems (MIS) major with some of the top companies in the nation. Students complete courses in systems analysis and design, distributed data processing, data base management, decision support systems, and microcomputer applications. A minor in management information systems is available to students within the School of Business and across campus.

Two new minors (decision sciences and decision support system) are in the planning stages.

The department has brought together well-qualified faculty from a broad spectrum of disciplines to teach the courses in Systems and Decision Sciences and Information Systems.

The department has completed doctoral degrees with specialties in international, encompassing the United States and Canada.

An exceptionable balance between theory and practice is inherent in the curriculum of the M.B.A. program. The Center for Research and Management Services conducts research on topics of current interest.

Markets and other organizations, such as the Small Business Development Center, provide significantly increased opportunities for students to gain practical experience. Approximately 12 percent of the business school's graduates are involved in management functions.

The School of Business is a dynamic and expansive field. The Indiana State University M.B.A. program is the only one in the state to offer the graduate curriculum in the areas of computer science, information systems, management, and marketing. In most cases, computer use is available in all courses and in most international business courses. The curriculum is designed to expose students to the international environment. In these areas it is expected to grow to meet increased demand for international skills.

The Small Business Development Center is a high demand for certificate programs for executives from other countries. Executives from China, the Philippines, and the countries and the development nations have expressed interest in the Small Business Development Center to study the differences between the business environment in the United States and the business environment in the United States.

The Small Business Development Center is currently assisting and planing course for a master's degree program in business in the fall of 1983.

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

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.

Center for Research and Management Services

Over the past five years, the Center for Research and Management Services (CRMS) of the School of Business at Indiana State has been very active in the areas of commissioning, development, targeted industry studies, applied research, consultation, and training. The center and graduate students of the School of Business, along with a firm from Indiana University, have had a resource base for services to both emerging business and existing industries.

Program areas initiated by the Center include in-house training, economic development research, consultation services, and computer training. A state-wide university initiative involving Purdue University, Indiana University, and Ball State University, and Indiana State University is developing an integrated computer-based course in small business education. This unique program is important to all parts of the state and has audiences of several hundred small business individuals.

In the spring semester of 1988 and 1989, the Small Business Development Center provided more than 500 hours of direct counseling to 215 clients. The SBDC sponsored or co-sponsored 11 SBDC programs which served 183 participants and made additional presentations which reached 943 individuals.

The SBDC provides a wide range of services to a variety of business types. About 60 percent of the clients were retail businesses; 40 percent were in the service industry; 11 percent were in construction and 15 percent were in wholesale trade; 4 percent were in food services and leisure industries. Counselling for business start-up, aid in finding sources of capital, and assistance in selecting a business plan was provided to 38 percent of the clients. Research, advertising/promotion, and sales training was requested by 26 percent of the clients. Approximately 12 percent of the businesses that received SBDC technical assistance in recordkeeping and preparation of financial statements. Sixty percent of the businesses that requested assistance were new or startup companies, and 40 percent of those served were women-owned businesses.

It is important to note that Information on how the Center for Research and Management Services was formed and/or the Small Business Development Center may be of assistance to those interested in obtaining a bachelor's degree in technology. As a result of the staff's professional commitment to the M.B.A. program with only a 36-hour requirement. A similar scenario exists for a business student wishing to obtain a master's degree in technology.

For those interested in the EXECUTIVE Program, the CIM (Computer Integrated Manufacturing) Project is required. This project provides an in-depth look into the fusion of business and technology as it relates to the management of computer systems. It is expected that this project will present new and exciting opportunities for the students and the faculty in the near future. The Institute for Business and Technology is a very dynamic and expansive field. The Indiana State University M.B.A. program is the only one in the state to offer the graduate curriculum in the areas of computer science, information systems, management, and marketing. In most cases, computer use is available in all courses and in most international business courses. The curriculum is designed to expose students to the international environment. In these areas it is expected to grow to meet increased demand for international skills.