

# SUNY FREDONIA

## Department of Business Administration

# NEWSLETTER

### Notes from the Chair

Here are some news and notes for your consideration:

We are in the midst of a national search for an Assistant Professor of Management to fill the vacancy created by the departure of Dr. Nina Shah. If everything goes as planned, we should have a new full-time instructor of Management on campus starting Fall 2012.



"Ethics Awareness Week" (October 10-14) was a great success thanks to the combined efforts of faculty and student leaders. The presentations and class activities prompted everyone to take a fresh look at business theories and practices through the eyes of our individual and social conscience which are the basis for human morality.

As of Fall 2011, the name of the Music Business program has been changed to Music Industry. The new name will better reflect the depth and breadth of the program and the diverse career options available to students upon graduation.

Two more universities – Alfred and Canisius – have joined our 4+1 BS/MBA program. Through these "accelerated" Master's degree programs, interested students can finish their MBA in one year upon obtaining their B.S. degree from Fredonia. Other participating universities are Niagara, RIT, St. Bonaventure, Pittsburgh, Clarkson, and Syracuse.

I am happy to announce that we now have two additional one-time scholarships available to our students – the Gary Trip Memorial and the Tracy Bennett Endowment. For a complete list of other scholarships you may click on <http://www.fredonia.edu/business/BusinessAdministration/awards.asp>. Departmental scholarships are awarded each year late in the spring semester by faculty nomination on the basis of outstanding academic and extra-curricular accomplishments.

Finally here is the most important news of the semester... the School of Business has submitted the "Application for Candidacy" to the Association to Advance Collegiate Schools of Business (AACSB) as the first step in the formal process of achieving national accreditation for our business programs. The educational and administrative advances made during the past five years, such as the creation of the School of Business, implementation of higher admission and graduation standards, and the accumulation of the results of our student outcomes assessment, have firmly put us on the path to AACSB accreditation.

-Dr. Moj Seyedian

### Open Mic Nights in the Amphitheater

While the Williams Center is under renovation, many Student Association clubs are scrambling for ideas of where to hold their events. This includes the Music Industry Club, which is known for hosting Open Mic Nights in the Campus Grind. In the beginning of the fall semester, when the weather was beautiful and it stayed light outside until almost nine o'clock, we decided to take advantage by hosting Open Mic Nights in the amphitheater, a venue on campus which does not get nearly as much use as it should. The event, which started around 6 pm and went on until 9 pm, included musical acts as well as poetry and short stories. Everyone enjoyed the unusually warm weather and the out-doors atmosphere of the Fredonia campus.

-Tracy Willis



Students gather to hear performances at an Open Mic Night

## News from Business Club

The Business Club has been making excellent headway in the efforts to raise money for its annual spring semester New York City trip. In September, the entire club pushed forward with a "Bizapalooza" weekend that raised approximately \$2,000, a record-breaking milestone for Business Club. Also, a golf tournament in October highlighted the importance of student/faculty involvement.

Focusing on the future success of members beyond Fredonia, the Business Club hosted a Career Spotlight event with the owners of Johnson Estate Wineries who offered helpful strategies and tactics for landing a job offer.

To continue making a positive impact on the off campus community, the Business Club has decided to move forward with a project that will give back to the Fredonia/Dunkirk community. The remainder of the year will be dedicated to collecting food, toys, and money for the Boys and Girls Club of Northern Chautauqua County. Grateful for the opportunities available to SUNY Fredonia, it is important to help others when possible. By giving back to the greater community, like those at the Boys and Girls Club, we hope to make a lasting impact during this holiday season. Our effort will coincide with the Boys and Girls Club's goals to instill the importance of community volunteerism, remaining drug free, and staying at school. We will have a jar for monetary donations located in the Snack Shack as well as a box for non-perishable items and gently used toys.

*-Marisa Richardson*



The Snack Shack on the third floor of Thompson Hall is a fund-raising segment of Business Club

## Getting to Know Dr. Don Barnes



**JZ: What courses do you teach at Fredonia?**

DB: I teach Marketing Foundations, which is an online class, Marketing Research, and Sales Management.

**JZ: What expectations do you have of your students?**

DB: I expect that my students work hard, learn, and hopefully enjoy the class. I also hope for them to achieve excellence relative to their standards.

**JZ: Where did you receive your degrees?**

DB: I received an undergraduate degree from SUNY Fredonia in Finance, my MBA in Marketing from Clemson University, and my Ph.D. from Mississippi State in Statistics and Marketing.

**JZ: What has changed at Fredonia since you graduated, and what has stayed the same?**

DB: I had the pleasure of being taught by some of the same faculty that are still here today. The quality of the students has definitely improved, and the aspirations for the school have changed, mainly striving for accreditation.

**JZ: What made you decide to come back and teach here?**

DB: It was a couple of factors- I love the school, my family is close, and there is an opportunity for me to help the school achieve accreditation.

**JZ: What do you do your research on?**

DB: There are two main streams in my research: Customer Delight and employee work engagement

**JZ: What more can you tell readers about Customer Delight?**

DB: The key idea is that there is a distinction between customer satisfaction and customer delight. Whereas satisfaction is generally understood as a cognitive reaction to customer service, delight represents an affective reaction. Through research, we are trying to pinpoint how this distinction affects customers, employees, and the firm.

**JZ: What do you recommend to students to be successful while in school?**

DB: Mainly effort. I believe effort can be as strong as a predictor of success as intellect and skill.

**JZ: What tips do you suggest for graduating seniors regarding grad school or job hunting?**

DB: There is no hard and fast rule when it comes to this. For most students, they should work for a couple years for the biggest company they can. For those going back to school, they need to have a lot of confidence and try to get into the best schools they can. Over the years, I have known many past Fredonia graduates who have been hugely successful, so there is no reason why current students can't follow that path.

**JZ: As the advisor to the SIFE team, can you update us on the projects that the team is working on?**

DB: We have a really great team that is working on several projects this year. For example, one group is developing an environmentally friendly "fredcup" that they are trying to implement on campus. Another group is helping to develop a sustainable bike program on campus. We also have several workshops including: one aimed at increasing the awareness of youths regarding financial literacy, and a workshop/outdoor walk centered around suicide prevention as well as increasing awareness of bullying. Lastly, we have two groups working on sustainability related projects: the first is working with surrounding businesses on energy audits, and the second is working with the campus to cut down on energy usage.

**JZ: Are you optimistic that the Team will win a trophy at the next year's regional contests?**

DB: Yes. Last year was my first year as the advisor, and I had a good group of ten. This year, I have 19 of the top students on campus. I am happy with their efforts and work ethics so far. Win or lose, I will be very proud of them. Furthermore, as is the case with previous years, these students act as excellent ambassadors of SUNY Fredonia.

**JZ: How do you decide whom to pick as a SIFE team member?**

DB: I send an invitation to other faculty (from across campus) to recommend students. I look at students who have won academic awards, and I also interview the top performers in my own classes.

**JZ: Do you like teaching online? What are the advantages and disadvantages for students?**

DB: Yes, I do like teaching online. It offers students a different learning environment and it gives them a freedom and a platform to illustrate their knowledge of concepts. However, it is still an evolving learning platform and not all of the kinks have been worked out.

**JZ: When did you join the Fredonia faculty?**

DB: In 2009

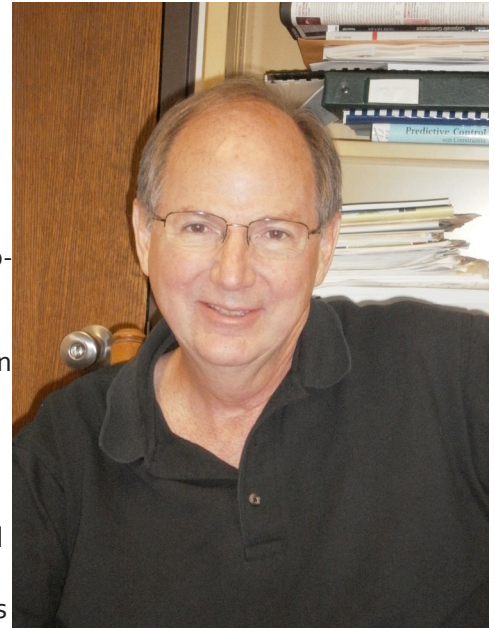
**JZ: Is there anything else you want to share with the readers?**

DB: I find inspiration from interacting with my colleagues and students who are genuinely good people. I look forward to the future successes of Fredonia's School of Business.

*-Jenn Zelasko*

## Why Study Ethics?

I have a long-term friend who is a dean of arts and sciences at a major university. From time-to-time, we discuss each other's ongoing work. When informed that I was working on an article in business ethics, he joked that there is no such subject, that business is devoid of ethics, and any exploration of this subject should be brief. He thought of this subject as a simple categorization of what is right and wrong, as in "do not break the law, at least in an easily discoverable way."



Business ethics actually concerns the most fundamental aspects of how a business is organized, the general behavior of business interaction, the very motive for business activity in general, and the basis for logically-reasoned action in business. It is a very broad subject of such great societal importance that business ethics should be considered the most important subdivision of the broader category of applied ethics (which includes subjects such as medical ethics, sexual ethics, societal welfare considerations and the like). The subject is built upon the traditional academic area of philosophy, and even includes economics.

Ethos is the ancient Greek term for "custom." Webster's dictionary defines this as "the distinguishing character, moral nature, or guiding beliefs of a person, group, or institution." Ethics is the philosophical study of morality, our useful customary system for decision making particularly with respect to what we term "good or bad," or "right and wrong." It is not a shallow subject. It extends way beyond simple notions of right and wrong, notions such as "Do not cheat, or steal, or harm others!" This subject has ancient roots, and it has always been centered on reasoned logic and reflective thought. It concerns both "What is right?" and "What is good?"

Notions of "the right" and "the good" form the foundational axioms for what rational people derive as the moral principles that govern our decisions. We pursue this or that action as based upon what we perceive as "right," and/or what we perceive as "good." It is an immutable property of existence, a law of physics that we cannot make time run backwards; that we cannot experiment so as to do over our decisions. It is certainly better to have a set of moral principles to guide us prior to making these decisions, although reflective reasoned-thought about our problems is always one of these necessary principles. We study ethics as a preparation for moral decision making. The very practical subject of business ethics is no different. Indeed, this subject is not only of extraordinary importance for society, but it is perhaps more interestingly complex than many other business subjects.

The term "teleological" stems from the ancient Greek word "teleios," which means "complete" or "perfected." It concerns the end goal of a thing, so that "teleological ethics" concerns the end goal that we seek from our ethical system. Philosophers have typically treated the subject of "what ends," i.e. "what goals," we should pursue as either "the flourishing life" or some notion of what is "intrinsically good."

We can apply the idea of the "flourishing life" to either ourselves as individuals, or to our business organization, or to society. We, of course, can also link all three of these entities as interdependent. We generally define the flourishing life as meaning something well beyond mere consumption. Among the things philosophers have included as necessary for happiness are knowledge, friendship, freedom, and harmonious existence within our society. This list can be considerably extended. As business managers, "to live a flourishing life" must require that we exhibit moral leadership within our business and our society, that we not only meet certain moral standards, but that our very motivation is not narrowly egotistical, but broadly social.

We must desire that our business, its surrounding society, even our family and personal lives be organized around moral principles that exhibit fairness, respect for the dignity of others, and that rejects deception or tricking others into pursuing what we want at the expense of pursuing their own goals. This sort of motivation generates a certain nobility of purpose that is at the core of managerial leadership. This is why all business students should study ethics.

In recent years, the media has sadly reported numerous examples of ethical scandals within the business community: the Madoff scandal, the Enron scandal, and many more. There are certain common elements to these scandals, most particularly attempts to repress whistle blowers from speaking out. Moral dissenters are usually insiders who wish to exhibit what the 20th century philosopher Hanna Arendt called "the noble nature" of saying publicly "This is wrong!" This is the sort of public ethical dissent that can perhaps prevent the moral scandals we have recently witnessed. Companies involved with immoral conduct usually try to humiliate dissenters. One purpose of our academic courses in business ethics is to encourage managers to recognize that dissent can have a very appropriate and moral purpose. Actions to humiliate others are never ethical. Having the backbone to reason through an ethical problem, and if necessary to stand up and say "This is wrong!" might be the most heroic action a business manager can do.

*-Dr. Richard Robinson*

**The Department of Business Administration Newsletter is a student-run online publication of the Business Administration Department Chair's Student Advisory Council, established in Spring 2007. For story ideas and comments contact:**

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