

The Byrd Business Review

The newsletter of Shenandoah University's Harry F. Byrd, Jr. School of Business

VOL. 7 , No. 4
July/August/2011

Success Stories Start Here

It is with mixed emotions that I write this brief message in the Byrd Business Review. At the end of this coming June, I will be retiring from Shenandoah University after completing 8 years as the dean of the Byrd School of Business. As of that date, I will have completed 42 years as an academic, of which 40 years will have been on a 12 month contract. My wife, Mary, and I will be moving back to where she and I met some 42 years ago--Fayetteville, AR (the home of the University of Arkansas).

I am extremely proud of what the School has accomplished during my tenure at this institution. AACSB accreditation, a new building, new faculty, strong graduates, revised programs, new majors and minors, and expanded relationships with the broader business community are just a few of our accomplishments. Nothing that has been accomplished, however, has been the result of only my effort. On the contrary, everything that has been achieved is due to a total team effort that involved faculty, staff, students, the central administration, our advisory board, alumni, and the business community.

We have much to be proud of and many happy memories. However, we have much work to do this year and we are totally committed to doing that. Thereafter, I will watch with great pride from a distance as the School continues its upward trajectory.

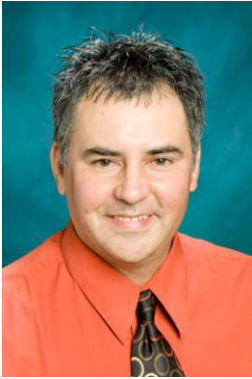


W. Randy Boxx

Dean & George Edward Durell
Chair of Management

rboxx@su.edu

New Faculty Member



Dr. Michael Magro,
Assistant Professor of
ISCT

New this fall to the Harry F. Byrd, Jr. School of Business teaching in the ISCT field is Dr. Michael Magro. Michael comes to us from the University of North Texas where he received his PhD in Business Computer Information Systems. In addition, Michael has a MS Degree in Information Technology and a BS Degree in Computer Science. With 10 years of professional experience in both public and private industry in software and project management, Michael joins us with 5 years of teaching experience at the undergraduate level and has several peer-reviewed publications and presentations. We know Michael will have much to offer our student body, and we look forward to working with him for years to come.

Oxford University 2011 Summer Business Program



Front Row: Mohammad Almohaizey, Feng Gu, Amani Aseel, Tahany Al-Nufaiay, Nawal Mostareeh, Razana Maimani and Audrey Sitler (Assistant to Dr. Ken Addison) Back Row: Dr. Ken Addison (Oxford Program Director), Khaled Alshaibani, Elizabeth Gibson, Dean Randy Boxx, Dr. RT Good, Raad Alghamdi, Stephen Bates, Saleh Almutairi and Hisham Al-Aali

Twelve students of SU's Byrd School of Business traveled to England this past summer to study in a two-week program on Emerging Global Economic Leadership at St. Peter's College, Oxford University. The program consisted of lectures by Oxford scholars, a trip to the birthplace of the industrial revolution, an excursion to a Jaguar manufacturing plant, an information meeting at the London offices of Deloitte as well as Barclays, a visit to Stratford upon Avon to see MacBeth at the Royal Shakespeare Theatre, and a weekend of sight-seeing in London. Students were in residence at one of the most historical campuses of Oxford – Magdalen College – and took formal meals at the high table. Accompanying the students were Dean Randy Boxx and Dr. RT Good.

“Coney Island Style” Welcome Week at the Byrd School

Welcome Week and orientation were special this year. After the faculty orientation session with the students, a fun time was shared by all. Food, drinks, and games were enjoyed in a casual atmosphere where student-faculty interaction was the theme. With great success, this same type of event is planned again for next year.



Dean Randy Boxx, (Popcorn vendor), Dean's Assistant, Linda Simpson (clown), and Mary Alice Ross (fortune teller) bring Coney Island to the Byrd School.



One of several carnival games being set-up here by Professors Mesut Yavuz and RT Good.

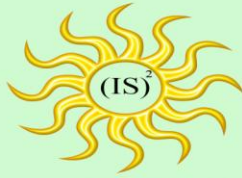


No Coney Island would be complete without a fortune teller. Here Mary Alice Ross is handing out words of wisdom related to student success.



Professors Miles Davis and Bing Li hand out sweet treats as snow cone vendors.

Winter Study-Abroad Trip Planned to Belize



I.S.I.S Belize

.... where education is an adventure

Winter 2011 - 2012
26th December - 7th January



Emerging International Business: Case Studies in Belize **Dr. R. T. Good, Shenandoah University**

Explore international business practiced from the perspective of a small but developing Central American country - Belize.

This adventurous International Business field course provides opportunities for students to experience first-hand business operations in Belize, a young, developing nation in the tropics. The course includes field trips, meetings with management of enterprises, workshops and lectures from experts as well as a major project with a community based organization to build an eco-tourism business plan meeting sustainability objectives. There are required readings in preparation for this class. Course trips include:

- Caracol Archaeological Park;
- Community Baboon Sanctuary;
- Belize Tourism Board;
- Belize Zoo;
- Cocomb Medicinal Trail;
- Calico Jack's Ziplining; and
- Other Eco-Tourism Resorts.



This course also focuses on public policy and business models for sustainable tourism as represented in Belize, a unique English speaking country in Central America on the edge of the Caribbean Sea. Course work will occur in San Ignacio, Belize, with additional field excursions. Students will consult with organizations involved in conservation or environmental business organizations, some owned and operated by local and indigenous operators, regarding maintaining and preserving local identity and culture. While there will be several visits to sustainable and environmentally oriented businesses, our class project will focus on building a sustainable, eco-tourism business plan for the Community Baboon Sanctuary.



Reservations: applytoday@isisbelize.com

Institute for Sustainable International Studies: www.isisbelize.com

