

THE BONUS

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Message from the Dean

Congratulations to the 2009-2010 graduates from the College of Business & Public Administration (CBA). We are proud of all our newly minted alumni from the BS-Business Entrepreneurship, BS-Management Information Systems, and MS-Management Information Systems programs. This year we welcome for the first time our four newly minted BA-Public Administration graduates. The BA-Public Administration program was inaugurated in July 2007 and has produced its first graduates ahead of schedule. We commend the entire CBA faculty and staff for their hard work which resulted in another highly successful and productive year in terms of recruitment, graduation, research pro-

ductivity, student achievements in regional and national competitions, community service, and quest for external funding. CBA is extremely proud of its new building, now under construction on the Lake Campus, which is expected to be completed in 2011. We hope all our current and previous alumni will come back to join us during the ribbon-cutting ceremony.

Let me use this opportunity to challenge the new CBA alumni, friends, and family to support SUNO and the CBA at this critical juncture. If you consider your educational and professional development experiences at SUNO valuable, please consider sharing this positive experience with others, especially those who have not had the same opportunity to see SUNO from the inside. Like other state-assisted educational institutions around the country, SUNO is facing its share of challenges, and these challenges are compounded by misinformation from the outside. We look forward to your prosperity in your personal and professional life. As you climb the ladder of success, please share your progress as well as your rewards with us. SUNO NOW! SUNO ALWAYS! Congratulations!!!

Spotlight on Business Students

Southern University at New Orleans Department of Business Entrepreneurship Students Win Morehouse College \$20,000 Business Plan Competition

In November 2009, Dr. Louis C. Mancuso, Professor of Marketing, asked his students if any team would like to participate in the Morehouse College \$20,000 Business Plan Competition. Two students, Tonia Simmons-Doakes, Senior-Business Entrepreneurship, and Erica Bilbo, Senior-Business Entrepreneurship, stated that they would participate.

The two ladies developed a project dealing with the need for Section 8 Housing in the Orleans Parish area. Mrs. Simmons-Doakes and Ms. Bilbo created a company entitled Housing Innovations, LLC. They are to purchase two four-plexes in the New Orleans East Area of New Orleans where they will refurbish the dilapidated housing found in this area. Also, they will be begin working on their Louisiana Real Estate Sales License.

The students worked with their advisor throughout the Christmas Holidays and Mardi Gras. The finalists were announced by the Morehouse College Entrepreneurship Center. The SUNO team was in the top six finalists. The finalist included case studies from the University of Virginia, Clark Atlanta, Howard, Morehouse (2 cases), and SUNO.

On the day of the finals over 200 people were present and 9 judges from around the country evaluated the participants. On Friday, February 26, 2010 during the Luncheon, the SUNO team won first place with Howard being named second and the University of Virginia third.



SUNO WINS 2010 Morehouse Business Plan Competition



EthosU is a high school student-athlete recruitment portal where athletes can store their statistics and sports information for colleges and coaches to review for recruitment purposes. Morehouse College.



Housing Innovations is a start-up real estate investment firm that is being formed to meet the growing need for affordable housing in the New Orleans area in the aftermath of Hurricane Katrina. Southern University at New Orleans.



Fight for Light is a non-profit organization, working to promote and deploy LED lighting as a solution to the ecological downsides of incandescent and compact fluorescent lighting. Morehouse College.



Instar Medical Technology is a medical technology firm with an emphasis on Electronic Medical Records (EMR) and Practice Management software (PM). Clark Atlanta University.



Living in Fashioned Energy (L.I.F.E.) is a consulting firm that focuses on improving the overall efficiency of a business by identifying sustainable solutions through the use of environmentally friendly business strategies. University of Virginia.



The Bison Surplus specializes in grocery delivery by providing a convenient affordable delivery service to residents in "housing centers" such as condominiums, apartment complexes, and college dormitories. Howard University.

The Judges

Selected to evaluate the business plan submissions of all the participants to determine the six finalists:

John Curtis, JC Marketing, Inc
 Donna Ennis, Georgia Minority Business Enterprise Center
 Deborah Griffin, State Farm Insurance
 John Handy Ph.D., Morehouse College
 Michael Jones, IKON Solutions
 Eric Lyons, NBMBAA
 Monica Peete, NBMBAA
 Michael Rhodes '95, Atlanta Urban League
 JaKathryn Ross, Georgia-Pacific LLC
 Said Sewell Ph.D. '92, Fort Valley State
 Roger Williams Ph.D., Morehouse College

Selected to evaluate the finalists:

Audrey D. Hines, President, Dillard Hines and Associates
 CaSondra "Cas" Sigler, Writer and Producer, Nina Holiday Entertainment
 Doug Speight, Manager Strategic Partnerships and Outreach, ONRL
 Dr. Farrah Gray, Founder, Farrah Gray Foundation
 Kent Matlock '82, Chairman and CEO, Matlock Advertising and Public Relations
 LaDoris "Dot" Harris, Global Marketing Executive, GE Energy
 Sharon Dougherty - Program Manager, Lockheed Martin
 William Swift, Managing Partner, Airport Retail Management
 Yolanda White - Assistant VP of African American Marketing, Coca-Cola North America



Groundbreaking Ceremony for New College of Business Building

History was made on March 24, 2010, not only for SUNO but especially for College of Business & Public Administration with the groundbreaking ceremony for a new multi-million dollar building on the Lake (North) Campus to house the academic operations of the College. The contract for the new building was awarded to Stallings Construction Co (Mike Stallings, President) on February 4, 2010 at a cost of \$3,365,400. SUNO Chancellor, Dr. Victor Ukpolo, the Interim President of the SUS, Dr. Kassie Freeman, members of the Southern University Board of Supervisors, State Senator J.P. Morrell, State Representative Jared C. Brossett, City Council Member-elect Mr. Jon Johnson, state and city officials, SUNO students, faculty and staff were on hand for the groundbreaking ceremony. The new building will be completed in the Spring of 2011.



SIGMA BETA DELTA INDUCTION AND BANQUET

The Southern University at New Orleans Chapter of Sigma Beta Delta, International Honor Society in Business, Management, and Administration, inducted fifteen (15) new members on Saturday, March 13, 2010 at the Holiday Inn Superdome. The fifteen inductees consisted of nine seniors, five juniors, and one honorary inductee, Mrs. Cynthia Beaulieu, Director of the Small Business Development & Management Institute. Those inducted into the Southern University at New Orleans Chapter of Sigma Beta Delta must be in the top 20% of their class and have at least a 3.0 cumulative GPA.

The Induction and Banquet was capped off with musical entertainment by James and Karen Milligan, both Sigma Beta Delta members and graduates of the College of Business & Public Administration. Attendees, numbering approximately 50 persons, included faculty, staff, and friends and families of the inductees.



BLACK EXECUTIVE EXCHANGE PROGRAM HELD MARCH 24, 25, AND 26

The Black Executive Exchange Program was held on March 24, 25, and 26, 2010. Co-Chairs Dr. Louis C. Mancuso and Mrs. Vera Autry facilitated a BEEP Reception held at the JW Marriott on Wednesday, March 24, where fifty students met with BEEP members from around the country, representing such companies as Goldman Sachs, CIA, US Forest Service, Cox Atlanta, and McDonalds. On Thursday, the BEEPers met with students and participated in an interview/resume training session. On Friday, the BEEPers met with the students in a Man-to-Man Session and a Women-to-Women Session.



SUNO Entrepreneurship Majors Win Two Awards at the Students In Free Enterprise Regional Competition in Atlanta, Georgia

Mr. Michael Pugh (Senior, ENTR major) and Mrs. Tonia Simmons-Doakes (Senior, ENTR Major) competed for the first time in the Students In Free Enterprise (SIFE) Regional Competition in Atlanta, Georgia, accompanied by Dr. Louis C. Mancuso, Professor of Marketing and the SUNO SIFE Advisor. The competition was held on April 6, 2010. The SUNO SIFE team won two awards (Rookie of the Year and First Runner-Up) at the end of the competition which was judged by a national panel of business executives. Also, as advisor to the SUNO SIFE team, Dr. Mancuso was named a Sam Walton Fellow.



DISTINGUISHED RESEARCH AWARD WINNERS

Academy of Entrepreneurship

*Increasing Fairness Perceptions of Government Grant Applicants:
An Investigation of Justice Theory in Small Business in Post-Katrina New Orleans*

Obyung Kwun, Southern University at New Orleans
Louis C. Mancuso, Southern University at New Orleans
Ghasem S. Alijani, Southern University at New Orleans
David W. Nickels, University of North Alabama

The award was received on April 15, 2010 at the Allied Academies Conference Banquet.

Also, this paper will be published in the Academy of Entrepreneurship Journal.



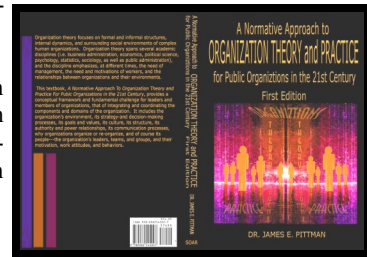
SUNO's Department Chairperson Releases His Second Textbook in Public Administration



Dr. James E. Pittman, Chairperson of the Department of Public Administration has authored and released his second College textbook in Public Administration and/or Management. The Book, [A Normative Approach To Organization Theory and Practice for Public Organizations in the 21st Century](#) is published by Soar Publishing, LLC, Columbia, South Carolina. The Book is available on Amazon.com and Barnes and Noble.com or by contacting Soar Publishing.

Dr. Pittman is also the author of the Book, [21st Century Issues in America: An Introduction to Public Administration Theory and Practice](#), by Author House Publishing of Bloomington, Indiana, published in 2009.

Dr. Pittman holds a Ph.D. Degree in Public Policy and Administration from Jackson State University in Jackson, MS; an MBA Degree in Business Administration from Jackson State University; and a B.S. Degree in Business Administration from the University of Southern Mississippi in Hattiesburg, MS. He is a member of the American Society for Public Administration (ASPA).



SUNO's Department of Public Administration Hosted "First PADM Black-Tie Gala" Banquet,

The Department of Public Administration located within the College of Business and Public Administration, hosted its First "PADM Black-Tie Gala" Banquet on Saturday Night, April 17, 2010 at the Sheraton Hotel, 500 Canal Street, New Orleans, LA. The theme was "Becoming Academically Prepared in Public Administration for Moving Forward in the 21st Century."

The keynote speaker was Honorable Cynthia Willard-Lewis, City of New Orleans Councilmember, District E. Special Guest included City of New Orleans Councilmember Elect, Ms. Kristin G. Palmer, District C. SUNO's Chancellor Dr. Victor Ukpole along with his wife, Dr. Fand Ukpole, were in attendance.

The PADM Gala included a very informative and educational slide show or documentary on "The Study of Public Administration at SUNO" produced and developed by Dr. James E. Pittman, Chairperson of the Department of Public Administration. Dr. Biruk Alemayehu, Mrs. Patricia Robertson, Mrs. Amelia B. Dawsey, and Mrs. Shrylin Davis of Academic Affairs, assisted in the planning and preparation of the Event. The "PADM Gala" was attended by more than 80 attendees. Dr. Donna M. Grant, Vice Chancellor for Student Affairs at SUNO, served as Mistress of Ceremony.



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SUNO's College of Business and Public Administration Spring 2010 Graduating Students.... *

Southern University at New Orleans hosts its Spring Commencement Graduation Service on Saturday, May 8, 2010 at the Lakefront Arena. A total of **39** Students received degrees from the College of Business and Public Administration which included students who received Masters Of Science Degrees in Management Information Systems. The College of Business and Public Administration extends a heartfelt Congratulations to each graduate and wish to them much success in life!!!



College of Business & Public Administration

Master of Science

Management Information Systems

Lichelle M. Adams
Devi Meenaski Mantha
Ciji Michelle Marks
Amy Lauren Ross
Nicole Williams



Courtesy of the PADM Banquet

College of Business and Public Administration

Bachelor of Science

Business Administration

Shavonda V. Chambers
Brenda Hamilton
Kevin L. Miles
Jeremiah Stevenson
Stephen Tubre
Denise Marie Williams

Accounting

Julian Jackson

Business Entrepreneurship

Nihesha Allen
Rhonda M. Brown
James Floyd
Brittney Growe
Tania M. Laurent
Chrisona Mack-Issac
Anthony Melancon, Jr.
Ingrid Moore
Jonrika Norwood
Shannon Powell
Michael Pugh
Dionne Rainge
Adrian Simpson (**Cum Laude**)
Demond Stewart
Kenneth Williams (**Magna Cum Laude**)

Computer Information Systems

Eddie Dollis, Jr.
Bernice Ealy

Management Information Systems

Tariq Al-Dahir (**Cum Laude**)
Brian Anthony Brown
Chadrick Nelson
Lakeisha Stewart
Eric Toles
Tessina Sharlene Williams

Public Administration

LeKeyshea Balancier
LaQuinta O. Butler
Jacqueline Hagan (**Honors**)
Betrice Hudson

* Graduate list is as of date of Newsletter publication.



Small Business Development & Management Institute

Excitement is in the air!



Southern University at New Orleans (SUNO) is expanding on 50 years of Academic Success in all areas of student enrollment, faculty and staff achievements and over \$4.7M for facility improvements for the College of Business and Public Administration (CBA). The Small Business Development and Management Institute (SBDMI) aimed at empowering small businesses to grow and succeed is pleased to announce the start of our HUD-HBCU Small Business Incubator program and coming soon the grand opening of the SUNO-SBDMI Small Business Incubator facility. This facility will be located in the Liberty Bank Building, 6600 Plaza Drive, New Orleans, LA. Incubator clients have access to the combined expertise of the CBA faculty and students with additional support from area banks and other financial institutions and organizations. We offer free business counseling, resources for funding, opportunities for business education and networking with other successful business owners. The project will enable SBDMI-SUNO to more effectively deliver entrepreneurial education and resources to the small business community throughout the Greater New Orleans area.



SUNO's National Black MBA Host its First Etiquette Workshop

SUNO's National Black MBA Collegiate chapter hosted its first annual etiquette dinner on April 21, 2010. The National Black MBA Leaders of Tomorrow were the invited guest. Leaders of Tomorrow (LOT) consist of high school students from the New Orleans area. Mrs. MaryAnn Francois certified etiquette instructor conducted the workshop.

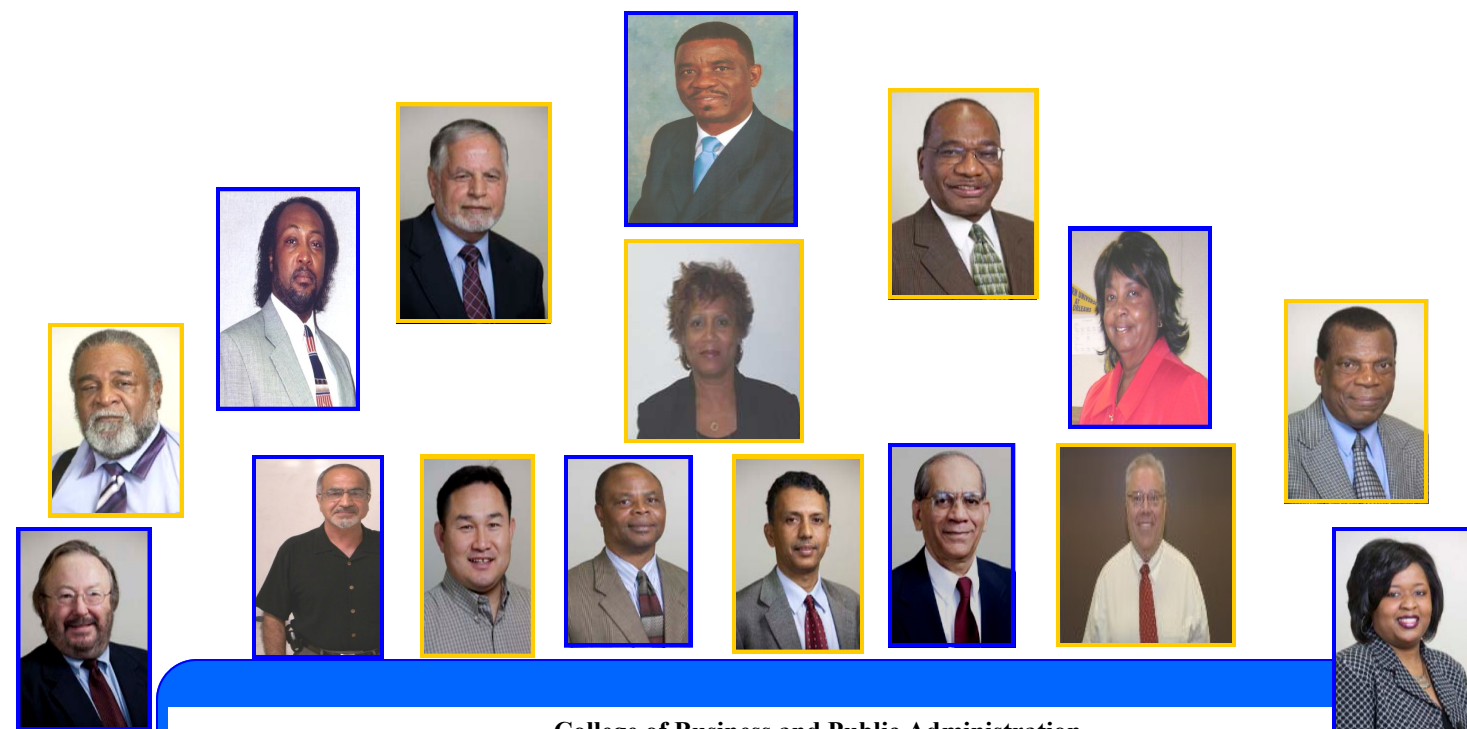


CBA FACULTY/STAFF DELEGATION VISIT TENNESSEE STATE UNIVERSITY



A delegation of six faculty and staff members from the CBA recently visited the College of Business at Tennessee State University on a fact-finding mission, to assist CBA in the pursuit of AACSB accreditation. Dr. David Alijani, Mrs. Timotea Bailey, Dr. Vincent Johnson, Mr. Fouad Moussa, Mr. Donald Sarrat, and Dr. J Steven Welsh, travelled to Nashville, TN, from April 25-27, 2010, to meet with the college dean, associate dean, Office of Undergraduate Studies (OSS), department heads, and representative faculty. The visit was extremely beneficial and provided invaluable information which will be considered by CBA in the AACSB accreditation process.

Faculty and Staff within the College of Business and Public Administration



College of Business and Public Administration Dr. Igwe E. Udeh, Dean & Professor iudeh@suno.edu

Department of Business Entrepreneurship

Dr. Frank Martin, Chairperson & Professor
Dr. Louis C. Mancuso, Professor
Mr. Abdul Mian, Associate Professor
Dr. Simeon Okpechi, Associate Professor
Dr. Amaresh Das, Associate Professor
Mr. Donald Sarrat, Assistant Professor
Mrs. Vera Autry, Instructor, Accounting Tutor
Dr. Adrine Harrell, Assistant Professor
Mr. Fouad K. Moussa, Assistant Professor
Mrs. Camille Alexander, Administrative Assistant

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Department of Management Information Systems

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Dr. J. Steven Welsh, Professor
Dr. David Alijani, Professor
Dr. Vincent T. Johnson, Assoc. Professor
Mr. Samuel Eweni, Assistant Professor
Dr. Obyung Kwun, Assistant Professor
Mr. Dan Thangada, Assistant Professor

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CBA Support Staff

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Mrs. Cynthia Beaulieu, Director, SBDM Institute
Ms. Kathryn E. Tousant, Small Business Advisor
Ms. Arkebia Matthews, Program Coordinator
Ms. Youlander Fulton, Business Counselor, LSBDC

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College of Business and Public Administration (CBA)



CBA VISION

The vision of CBA at SUNO is to develop innovative thinkers and business/public leaders who impact their communities as conventional, corporate, or social entrepreneurs.

CBA MISSION

The College of Business and Public Administration at SUNO provides education and degrees in Business Entrepreneurship, Management Information Systems, and Public Administration that equip a predominantly urban student body, especially those from the New Orleans Metropolitan Area, with knowledge and skills essential for careers in business and government, or for further studies.

CBA GUIDING PRINCIPLES OR CORE VALUES

*Core Value #1: **Commitment** (tenacity, dedication, perseverance)*
*Core Value #2: **Excellence** (quality instruction, scholarship, service)*
*Core Value #3: **Innovation** (curiosity, creativity, adaptability)*
*Core Value #4: **Ethics** (honesty, fairness, confidentiality)*
*Core Value #5: **Teamwork** (cooperation, communication, collaboration, diversity)*
*Core Value #6: **Leadership** (visionary, competitive, motivated)*
*Core Value #7: **Caring** (student-centered, nurturing, understanding, sensitive, respectful)*

UNDERGRADUATE LEARNING GOALS

CBA expects graduates of its undergraduate programs to:

- Demonstrate an understanding of the importance of ethics and its application in the decision-making process.
- Be able to apply effective communication skills in a professional environment.
- Be able to analyze and solve problems in an organizational setting.
- Understand the importance of technology in organizations.

GRADUATE LEARNING GOALS

CBA expects graduates of its graduate program to be able to:

- Demonstrate an understanding of the importance of ethics and its application in the decision-making process.
- Be able to apply effective communication skills in a professional environment.
- Be able to demonstrate analytical skills and problem solving capabilities both in individual and team setting.
- Be able to address growing needs for information technology and leadership.