



Business Education Program Newsletter

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SPECIAL NEWSLETTER ISSUE: THE YEAR IN REVIEW

Letter from your Program Faculty
Bridget O'Connor & Michael Bronner

This newsletter will provide an overview of Business Education Program activities for the academic year 2000-2001. And what a year it has been! We kicked the year off with Pulitzer Prize winner **Frank McCourt** as our Peter L. Agnew Memorial Lecturer, and will conclude the year at the **Delta Pi Epsilon Initiation and Program Awards Brunch** on May 5, 2001, where we will honor three new doctoral graduates and a dozen Master's awardees.

We are also working to improve our existing courses and curricula and develop new programs of study. To this end, look for our new **Post-Masters 18-Point Advanced Certificate Program in Workplace Learning**. Note that we'll be offering the first course in this program via NYU's intensive weekend format.

And within the next month or so, Program Alumni will be receiving a short **Alumni Survey** in which we'll ask you to reflect on your program of study and share your professional accomplishments with us. We're planning to have the results of this survey to share with you during our Summer Conference, scheduled for June, 2001.

We've saved the best for last. The Academic Year 2001-2002 will be the Program in Business Education's Diamond Anniversary. Business Education as a profession began at NYU, and we are delighted to announce that we are planning a series of events for students and alumni throughout the year, including a speaker series and perhaps a Black Tie Dinner in the Spring. We would welcome your participation in planning for these celebrations. Please volunteer for the planning committee!

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Author, Educator, and NYU Alum Frank McCourt

Pulitzer Prize-winning author and New York University School of Education Alumni Frank McCourt was the 24th Peter L. Agnew lecturer on October 24, 2000. Mr. McCourt's lecture, "On Education" was offered to a delighted crowd of more than one hundred students, professors, friends, and alumni.

Frank McCourt, author of *Angela's Ashes*, shared personal anecdotes from his 30-year high school teaching career and read from his newest book, *Tis': A Memoir*. He conveyed the importance of honesty and patience in the teaching profession. He spoke of high school teaching turbulences as well as how rewarding teaching can be. "Passion and love encompass everything about teaching. You go into teaching with love, and execute it with kindness." At the closing of his speech, Mr. McCourt entertained questions regarding his experiences as a teacher and author and autographed copies of his books.



NEW Post-Masters 18-point Advanced Certificate Program in Workplace Learning

This post-master's program will be for experienced practitioners, educators and consultants in corporate settings who seek education in corporate training. Credits will be applicable toward NYU's doctoral degree program in Business Education. State approval is anticipated in Summer, 2001. To kick off the program, Professors O'Connor, Bronner, and Delaney will be co-teaching a special section of *Designing and Managing Business Training Programs*, E32.2081.055, for individuals who already have Master's degrees.

Mock Doctoral Orals Prove Helpful

The Business Education Program sponsors a mock oral for each doctoral student prior to his/her final dissertation defense. The mock oral consists of a group of advanced doctoral students, who will be facing their final orals in the near future, acting as a panel to review a candidate's final dissertation chapter, illustration of variables, and abstract and asking questions to help prepare the candidate for his/her final dissertation defense. The Chair of the Mock Oral committee is someone who has recently passed his/her final dissertation defense so he/she is able to provide feedback on the actual process. Professors O'Connor and Bronner serve as coordinators only and are not directly involved in the process; the mock oral is strictly a student-to-student interaction. Clare Pennino, who recently passed her final oral defense on November 28 with flying colors, suggests her mock oral was "extremely helpful!"

Welcome New Business Education Students!

A warm hello to our new Business Education students from all parts of the nation and the world!!

Spring 2001 MA

Jennifer Barton	Colorado State University
Dawn Duodu	SUNY Farmingdale
Frederic Eyzat	Catholic University of Louvain
Koji Hirobata	Aoyama Gakoin University (Japan)
Cassie Schmucker	San Diego State University
Julienne Steck	Providence College
Denise Talarico	New York Institute of Technology
Beth Ann Williams	Rutgers University

Spring 2001 CAS

Guy Adamo	Hofstra University
William Black	Pace University
Desmond Davy	Nova Southeastern University

Summer Course Information



The Program in Business Education will offer two courses this summer. In addition, there is opportunity for independent study and internships.

May 14 - June 1 5:20-7:35 p.m.

Curriculum Development in Bus Ed Bronner
MTWR- E32.2046 40800/001

June 4 - June 22 5:20 -7:35 p.m.

Teaching and Learning Microcomputer Technical Skills O'Connor
MTWR- E32.2082 40221/001

Accomplishments by Business Education Students and Alumni

Here's an update on awards and professional achievements of our students and faculty.

* John Conte (M.A. 2001) is the Coordinator of Merchandising Training, and Production Manager of Training Materials at Nautica Enterprises. He plans on pursuing a Ph.D. in Marketing or Business Education. He is also considering teaching at a community college or at the Fashion Institute of Technology.

* Sally Hanna (M.A. 2000) is currently employed at Nextel Communications as a Human Resource Development Trainer.

* Yu-Ching Hsaio (M.A. 2000) is working in the Media Department of advertising agency, Amerasia, Inc. Her responsibilities include assessing, designing, implementing, evaluating a media plan, and conducting research on consumer behavior and competitor activities.

* Dan Kerr (Doctoral Candidate) has been promoted to Director of Global Development at Deloitte& Touche. In his new role, he will lead learning initiatives and take on responsibility for the administrative management of the group and budget oversight and analysis.

* Scott Schnieder (Doctoral Candidate) has been awarded a \$1000 Dean's Grant for Student Research Award from the School of Education.

* Fred Palumbo (Ph.D. 1995) professor at Yeshiva University, recently published or presented the following papers:

- "The Multicultural Context of Brand Loyalty" in *European Journal of Innovation Management*
- "Trade Shows/Fairs: An Important Part of International Promotion Mix" in the *Journal of Promotion Management*
- August 2000, Academy of Business Administration 2000 International Conference in London: "The Internet and Its Impact on Branding"
- September 2000, Academy of Business Education 2000 Conference in Bermuda: "The New Millennium Marketer"

* Nathalis Wamba (Ph.D. 1991) submitted "Perceptions and Attitudes of School Personnel Toward Educator Externships" to NATEBE Business Division for publication.

* Caryne Walters (M.A. 2000) is pursuing a career with Paisley Consulting, a software-consulting firm, where she is training employees in Fortune 500 companies in Minneapolis. She has signed on to become the Training Manager in January, 2002.

* Gwen Wilkerson (M.A.2000) has moved to London, England, where she intends to pursue a career in training.

Spring 2001 Scholarships Awarded

The Program in Business Education is delighted to announce that five current students were awarded \$1000 scholarships for the Spring 2001 semester.

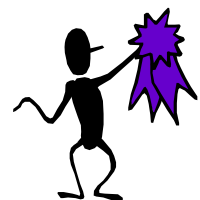
Three of the scholarships were supported by the Peter L. Agnew Foundation; and two from the Karen R. Gillespie Scholarship Fund. Students were awarded the monies based on their scholarship and leadership potential in Business Education. Our congratulations to the 2001 Agnew and Gillespie Scholars!

Spring 2001 Agnew Scholars

Cassie D. Schmucker
Mary E. Ignagni
Michele Guilino

Spring 2001 Gillespie Scholars

Adeline L. Moorehead
Susan M. Watters



DIAMOND JUBILEE ALUMNI SURVEY



Keep your eyes on your mailbox! Sometime within the next month or so, you will be asked to respond to a survey designed to let us know how you feel about your Business

Education experiences and the value of Business Education course offerings to your professional career. We'll also want to know if you're interested in participating in any, or all, of the myriad of events we are planning for 2001-2002. For example, we are hoping you will return to Washington Square to participate in a proposed lecture series on trends in workplace learning as well as join us for a gala alumni black tie dinner. We look forward to hearing from you!

AUTHOR! AUTHOR! AUTHOR!

Congratulations to Professors O'Connor, Bronner, and Delaney! Congratulations to alumni Madeline Schulman and Bonnie Kowaldo! Congratulations to Professors Regan (Morehead State University) and O'Connor!



Training for Organizations (2002)
Bridget N. O'Connor, Michael Bronner, and Chester Delaney.
Cincinnati: South-Western Educational Publishing Co.

Here's what South-Western has to say about the book: Using the train the trainer approach, this conceptual book gives an overview

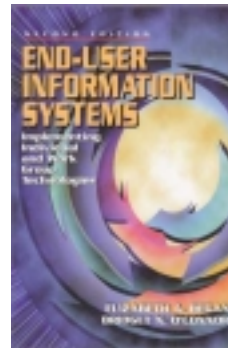
of the training process and training careers. The focus is on needs analysis and planning for the evaluation of training. There are six parts to this book that cover Introduction, Assessment and Evaluation, Instructional Design, Implementation, Additional Job Skills, and Trends for the Future.

Training for Organizations will be a required text in many NYU classes! ...as well as a very effective tool for practitioners in the corporate training environment. For more information, check out the South-Western Website: <http://www.swep.com/ptr/index.html>.

Working Smart (2000)

Madelyn Schulman and Bonnie F. Kowaldo
Cincinnati: South-Western Educational Publishing Co.

Here's what the publisher has to say about this book: This book helps users learn how to be successful on the job by concentrating on dynamic job keeping skills. Updated content covers current technologies (including Internet) and the SCANS competencies. Hands-on exercises provide and reinforce the skills necessary to navigate the many obstacles that may hinder success on the job. For today's workplace, *Working Smart* is the key to success!



Elizabeth A. Regan, and Bridget N. O'Connor (2002) *End-user Information Systems: Implementing Individual and Workgroup Technologies*. Upper Saddle River, NJ: Prentice Hall.

Here's how the authors describe their book:

This book provides a balanced discussion of the technological and managerial issues related to integrating information systems into the workplace. Using information technology is not the same thing as integrating it into work processes. Integrating means changing the way work is done to improve workplace performance. It is not a one-shot solution but an evolving, continuous process. This text acknowledges that process and identifies not only the technology but also the need for systems professionals, managers, and end users to work together to understand their corporate culture and business requirements. This is the only way to ensure effective solutions.

Annual Doctoral Student Day

Doctoral students in the NYU Department of Administration, Leadership, and Technology will participate in the annual Doctoral Student Day, which includes discussions, collegial support, and information sharing, on Saturday, April 28, 2001 from 9:00 a.m. - 3:00 p.m. at the Waverly Center on 12 Waverly Street (between Greene and Mercer). Registration Fee: \$10.00 RSVP to Staci Eddleman, (212) 998-5184 or sme213@nyu.edu

This newsletter is a publication of the Business Education Program at NYU. The editor is Dolan Basak, Graduate Assistant in the Business Education Program.

INFORMATION PLEASE

Please use this form to keep us up-to-date with any address or employment changes. Thank you!

NAME:

ADDRESS:

HOME PHONE:

WORK PHONE:

TITLE:

We would also like to receive information regarding any *Recent Publications, Presentations* or *Awards* you may have received:

**SEND TO: Business Education Program
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