

FALL 2014

insight

INTEGRATIVE THINKING | EXPERIENTIAL LEARNING | GLOBAL UNDERSTANDING

CAREER CONNECTIONS

Erika Eraqi, MKT '07

Named one of
Crain's Detroit Business
20 in their 20's



OAKLAND
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School of Business Administration



inside this issue

- Lifelong lessons
- Discovering talent
- Getting results
- Data analytics lab



MESSAGE FROM THE DEAN

INSPIRED FOR SUCCESS

In my first year here, I've come to fully appreciate our enthusiastic and successful alumni and our caring and engaged faculty. I continue to be impressed with the caliber of people associated with the Oakland University business school. It is the energy, commitment and caring of these great people that makes a difference and keeps us moving forward at an impressive pace.



In this issue of *Insight* you'll read a few examples of just how meaningful this involvement is to our students. For example, one story features how our longtime special instructor Frank Cardimen made such an impression on two students who took his class in the 80's that they've reconnected and stayed in touch for the last decade; another shows how one accounting student discovered her career passion through the guidance and mentorship of Professor Sandra Pelfrey. Then there's faculty members like Professor Janell Townsend who regularly connects students to key industries through exclusive meetings with high-level executives. These stories merely scratch the surface of what happens inside Elliott Hall day in and day out. Every day, Oakland University business students receive personal attention, the kind that transforms their lives.

In this issue, Erika Iraqi, MKT '07, recently named one of *Crain's Detroit Business* 20 in their 20's observes, "Life's all about building upon your experiences." In that spirit, I hope you'll check out the infographic on page 5 that highlights how our recent graduates are using their experiences to launch careers. We're pleased to know Oakland business graduates go on to achieve successful, rewarding careers in today's competitive global marketplace.

As you read the stories here and reflect on your years at Oakland University, I invite you to share how your Oakland University business school experience helped you discover and reach your own goals. I'd love to hear from you. You can email me at sbadev@oakland.edu, or connect with the business school through social media:

Twitter.com/oubusiness

Facebook.com/ sbaadvising

Linkedin.com/pub/school-of-business-at-oakland-university/6b/96b/264

Michael A. Mazzeo
Dean, School of Business Administration
Oakland University

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GOODWILL TO FRIENDS

Alumni couple bonds with longtime friend, former professor over international experience

When business school alumni Ann (MKT '83) and Craig Stinson (FIN '84) reflect on their years at Oakland University's business school, they often discuss one of their favorite professors: Frank Cardimen.

Cardimen, who teaches strategy, entrepreneurial leadership and globalization courses, had both Craig and Ann in his senior-level capstone strategy class in different semesters.

It was the beginning of a mutual admiration society.

"If they had Rate My Professor then, he would have gotten the highest marks from everyone," Craig Stinson believes. "He's caring, energetic, tough and demanding. You wanted to do your best for him."

Ann agrees. "He was accessible and very passionate, which always spreads to the group, so we had a great time in his class," she says.

The relationship has evolved since those student-teacher days to respected colleagues and close friends, notes Craig, an automotive supplier veteran and president of his own management consulting company, where he serves as an executive advisor to private equity firms.

LASTING IMPRESSIONS

As a student, Craig took many of Cardimen's lessons to heart. While interviewing for a job with a marketing director at auto supplier Arvin Industries, Inc., they

asked Stinson how he might improve its marketing plan. He submitted an idea after following Cardimen's rigorous process for strategic planning.

"He got the job on the spot, before graduation. I think it's one of the reasons he's kept in touch with me all of these years," Cardimen says.

While Craig was building his automotive career, first at Arvin and ArvinMeritor, and Ann, at Winkleman's as a buyer, they found themselves relying daily on what their mentor ingrained in them.

"He taught us so much about business and life, but we hadn't shared that with him yet," Craig says.

The Stinsons had the chance to do so when they met up with Cardimen 10 years ago at an OU golf outing.

"I rediscovered they are the nicest couple with strong family values," Cardimen shares.

SHARED VISION

Craig and Cardimen began meeting for lunch, where they bonded over their shared belief in the importance of international travel as part of business education.

The Stinson's, who spent two years living in Germany while Craig was at Arvin, believe it's invaluable to learn about new cultures.

"It gives you a different perspective on so much," Craig says. "I've been in international business for 30 years and have done business with nearly every culture. I've learned something important from each culture, and when you apply their best practices, your

company becomes a more successful business because of it."

That's a lesson Cardimen has been teaching for the last 15 years as he leads overseas trips for OU business students as part of his MGT 681: Globalization Impact—Case Study Europe course. During the journey, they meet high-ranking executives at Fortune 500 companies who share insight in navigating international business challenges.

The Stinson's appreciate Cardimen's commitment to connecting Oakland University business students to the world, and have supported Cardimen's trips incrementally over the years. This spring they surprised their friend by committing \$50,000 to establish the Frank Cardimen International Initiatives Fund, which promises to be the start of long-term funding to enhance the school's existing international travel program.

"There's no better way to pay tribute to Frank," Craig explains. "We hope our lead gift inspires others to show their passion to keep it going."

Cardimen chokes up when he discusses the Stinsons' generosity. "It is so rewarding to see former students succeed and then be willing to give back to Oakland University to help future students as the Stinsons have done, not only with the international program at the School of Business but with their contributions and leadership throughout OU," he says.

He adds, "I have the greatest friends." ■

By Rene Wisely

Ann and Craig Stinson (right) recently announced their contribution of \$50,000 for the international travel program at Oakland University's business school establishing the Frank Cardimen International Initiatives Fund.

Fourteen graduate students (below) traveled with Frank Cardimen to Greece, Italy and Switzerland in 2014.



SHAPING CAREERS

Industry connections help students prepare for successful future



OU business students at the Original Equipment Suppliers Association annual Outlook Conference.

Oakland University's home in the heart of Automation Alley gives it a unique advantage, with easy access to the auto industry.

Nearly 1,000 high-tech businesses, educational institutions and government entities from Detroit and the surrounding eight-county region, benefit both OU business professors and its student body.

"The automotive industry is extremely important to this area," says Dr. Janell Townsend, associate professor of marketing. "There isn't any place else in

the country like Detroit."

Before entering academia, Townsend worked in the auto industry, at Clarion Corp. of America, a Japanese-based manufacturer of automotive audio, information and communications solutions, where she worked with the U.S. business, including domestic, import and transplant accounts.

She continues to keep her hands in the industry. She conducts research, consults with Fortune 500 auto companies and remains active in professional organizations, including the Young Professionals Network (YPN) of the Society of Automotive Analysts (SAA) and the Original Equipment Suppliers Association.

Like many Oakland University business faculty members, she brings real-world experiences, and the

executives who've tackled them, to the classroom to enlighten students on how it's done. She also brings students to the real world through corporate tours, tickets to events and networking opportunities to help them forge professional relationships that will last throughout their careers.

The ripple effect continues to the Grizzly Formula SAE team, where business students control costs and execute budgets, making them as important as the engineers to OU's competition team.

It's expertise and connections like these that help OU's business school ensure Oakland University business students are prepared to drive the future of the Motor City. ■

By Rene Wisely

Alum shares the power of networking



Thanks to Gary Bundshuh MTK/MIS '03 OU business students get an inside look into the automotive industry.

Gary Bundshuh (MKT/MIS '03), a senior powertrain analyst for LMC Automotive in Troy, Mich., is an Oakland University graduate who didn't fully realize the value of his degree until he entered the working world.

His education at OU's business school had prepared him so thoroughly that he was able to launch his career immediately using the knowledge, the skills and the tools from his courses.

His education, combined with the experience he gained at an internship at Bose Corp., helped Bundshuh land a position at DENSO, an automotive parts manufacturer, which he learned about at an OU career fair. At DENSO, he received two promotions in 11 years before moving to LMC Automotive this May.

ADVANTAGE OAKLAND

"Attending Oakland University served me well," Bundshuh says. "Here I am in a career with colleagues

from Big 10 schools surrounding me. I have the same office as they do, and I'm doing as well as they are."

One key difference: He doesn't have student loan debt. Bundshuh chose OU because of its affordability and worked his way through college holding various jobs, including providing maintenance at a banquet hall.

"It seemed like grunt work at the time," he says, but it taught him how to speak to a boss, how to please a customer and the importance of customer service — skills pertinent to nearly every professional career path, including the auto industry.

As a double major with a minor in English, he had many professors who instilled a love for learning. One of his favorites was Dr. Mark Isken, associate professor of management information systems. "I learned so much in his information technology class. I didn't really understand how much until I got into the real world and started at DENSO," Bundshuh says. "Everything Professor Isken taught made sense."

MAKING CONNECTIONS

Bundshuh has only one regret. Between balancing the coursework involved in a double major combined with footing the bill for his college education, he never found time to participate in the business school's large selection of student and professional organizations.

He isn't carrying that regret into his professional life.

In addition to his career at LMC, he serves as the director of the Young Professionals Network (YPN) for the Society of Automotive Analysts (SAA), a post he's held for two years. Before that, he planned all of the events for the organization.

His YPN involvement reconnected him with OU's business school and Associate Professor of Marketing Dr. Janell Townsend, with whom he partners to give Oakland business students an inside look at the automotive industry.

NETWORKING KNOW-HOW

Bundshuh is certain the network he built since graduating led him to his current position at LMC.

"It definitely helped me get into the organization," he says. "My dream job? It's where I am right now."

That's a feeling he wants other Oakland business students to experience.

So, this year, Bundshuh arranged for a group of Oakland business students to attend the 2014 SAA Outlook Conference, an exclusive executive kick-off to the North American International Auto Show, where the industry's brightest contributors review the new vehicles and offer insight into technology and the economic outlook for the coming year.

"Helping the business students enables them to accelerate building their own self-confidence," he says. "Studying and lectures are important. But applying that knowledge in the real world can be intimidating.

"Gaining the self-confidence to do so is critical," Bundshuh adds. "Not everyone can reach that level quickly without some help from a mentor within a company or an organization like SAA." ■

By Rene Wisely

Business student drives career forward

Wherever he looks, Joshua Yasoni, Oakland University finance major, sees the welcome mat on his journey toward his December 2015 graduation.

His experiences with the Oakland University business school, its faculty, alumni and extracurricular opportunities have transformed him, opening doors as he prepares to launch his career in the auto industry.

"I never thought that I'd be so involved in the auto industry as a student at age 21," he says. "It's pretty neat."

It began when Yasoni quickly bonded with fellow business students who shared an interest in the automotive industry.

"Dr. Townsend has a lot of auto industry connections, so we are able to network with all these auto executives at the vice president level or higher. I've already met the North American CEO of Toyota."

— Joshua Yasoni, Finance Major

"We realized that not only did we like business, but cars as well, so we'd hang out together. Through these friendships, we'd make secondary connections with others in the industry," he explains. "I've already met the North American CEO of Toyota."

TAKING THE WHEEL

Soon after forming those friendships, he became the business manager for Oakland's Formula SAE team. While engineering students build the race cars to compete and display, business students like Yasoni work behind the scenes to obtain funding, purchase materials, negotiate prices and keep the books, similar to the unsung heroes on a professional racing team.

The experience further fueled his desire to be more involved in student organizations. He also served as a financial consultant for the Student Activities Funding

Board and a member of the Society for Applied Investing and Financial Education (SAIFE), all the while working as a finance intern at Faurecia, the world's sixth largest automotive supplier, in Auburn Hills, Mich.

Currently, he's hard at work preparing to launch a new student organization that pairs the work of business and the automotive industry.

"Josh has a lot of motivation, he's organized and he's very personable," says Dr. Janell Townsend, associate professor of marketing at OU's business school, who is serving as faculty adviser for the new group.

DRIVING FORCE

Yasoni considers Townsend one of the most influential professors in his OU career. She has arranged networking opportunities for Oakland business students with automotive professionals and high-level executives by snagging invitations to a variety of exclusive events for automotive professionals.

Often, the Oakland University business students are the only college students in attendance.

"Dr. Townsend has a lot of auto industry connections, so we are able to network with all these auto executives at the vice president level or higher," says Yasoni.

Under Townsend's mentorship, he's taken several tours, heard first-hand how the auto community tackles real-world challenges and discovered the reasoning behind key decisions, including Ford's shift to an aluminum body on the F-150.

"I've learned how to network and have met some of these CEOs multiple times," Yasoni says. "I'm comfortable introducing myself and asking questions."

These networking opportunities, his business education and his real-world experience have allowed him to become immersed in his dream industry even before acquiring a sheepskin.



Joshua Yasoni's (right) experiences as an Oakland University business student is opening doors to a career in the auto industry. Pictured with Professor Janell Townsend.

He finds it reassuring to see his future before embarking further on his career path.

"I feel like all of these doors are opening for me," he says.

And there is a welcome mat behind every one. ■

By Rene Wisely



OU business school students and faculty with Jim Lentz, Toyota's North American chief (center) at the North American International Auto Show at the Society of Automotive Analysts (SAA) 2014 Outlook Conference.

CAREER CONFIDENCE

Experiences and mentors help student discover professional path

Accounting major Jasmine Moseley packed a wealth of learning experiences into her business education at Oakland University. Not only does she believe all the opportunities helped her grow, she's confident the combination of her studies, extracurricular activities, internships and the faculty and professional mentorship she received will yield benefits for years to come.

"My decision to come to Oakland University was the greatest decision I made out of high school," says Moseley, an Inkster native who has accepted a professional position with Ernst & Young (EY) that begins after she completes her Masters of Accounting in December 2015.

"The faculty and staff at Oakland's business school definitely helped me to be a better person and become a better professional."

Moseley's journey toward success began in the classroom, where she first devoted herself to academic achievement.

SEEKING DIRECTION

"When I started at OU, I knew I wanted a business a degree of some kind," she says. "I wasn't sure which direction to choose."

Thanks to the special attention and guidance from Associate Professor of Accounting Sandra Pelfrey, who taught Moseley's introductory accounting course, Moseley began to seriously consider a career in accounting.

"Dr. Pelfrey noticed how well I was doing in her class and that I had a talent for it," Moseley recalls.

Pelfrey didn't merely encourage Moseley to consider accounting; she also invited her to the school's Accounting and Finance Board meetings and introduced her to a recruiter at EY to help her learn more about the profession.

Impressed with Moseley's potential, the EY professional invited Moseley to the company's annual three-day, all expense-paid Discover EY event in New York, where high-achieving college students take part in interactive team-building exercises, leadership seminars, networking opportunities and conversations with EY's top leaders. Attendees also can interview for EY internships.

GROWTH OPPORTUNITIES

From there, EY offered Moseley her first internship, where she shadowed EY accounting professionals in various service lines, from assurance to tax services, at the company's Detroit office.

"If Professor Pelfrey hadn't taken an interest in me, I wouldn't be where I am today," says Moseley, who plans to pursue a master's of accounting degree at OU. "That's one of the things I love about Oakland – the support of the faculty and staff."

At her second EY internship, Moseley worked as part of an EY team at a client's office.

"That was another opportunity to learn and grow," she says. "Shortly after that internship, EY offered me a professional position to start after I graduated."

Her last internship in accounts receivable and payable at TelNet offered a different perspective of her chosen career. "Because it's a smaller company, I can get my hands in more," she says.

PATH TO LEADERSHIP

The more Moseley learned about accounting, the more excited she got about her chosen career path. She started to look for ways to build her leadership skills to augment her business classes and the real-world experience she was gaining through her internships. She didn't have to look far. Involvement in Oakland's student organizations gave Moseley a host of experiences that complemented her classroom education and helped her prepare for her career.

Among other roles, Moseley served as president of OU's National Association of Black Accountants (NABA) chapter, co-president of the Global Business Brigades chapter for business and as a student member of the Michigan Association of Certified Public Accountants (MICPA).

"As president of NABA, I had a lot of one-on-one time with accounting professionals," she says. "It was great for my networking skills."

Moseley also appreciates the advice from Professor Gadis "Buck" Dillon to get involved in MICPA, which led to a scholarship from the association's Michigan Accountancy Foundation, as well as recognition as one of MICPA's 2014 outstanding student members.

Her experience with the Global Business Brigades was dramatically different. Through this international student-led organization, Moseley traveled with a team of students to the Darién region of Panama, where they spent a week holding financial literacy workshops for residents of this rural community. "It's a life-changing experience for everyone," she says.

BRIGHT FUTURE

These days, Moseley remains passionate about a career in accounting and, thanks to her experiences at Oakland University's business school, is optimistic about her future.

"I've learned so much about the field, met so many professionals and have taken part in a wide array of experiences," she says. "I can confidently say accounting is a very exciting field. There are so many different types of clients and so many opportunities." ■

By Flori Meeks

Jasmine Moseley (left) says special attention and guidance from Professor Sandra Pelfrey helped her discover her love for accounting.



Positive Career Outcomes | Oakland University business graduates have an edge

That edge centers on how the Oakland University business school integrates real-world knowledge and hands-on experiences into the curriculum, as well as the schoolwide commitment of faculty and staff members that helps students make connections, build their network and learn how to turn their passion and knowledge into career-ready skills from day one.

TOP EMPLOYMENT INDUSTRIES FOR BUSINESS GRADUATES

ACCOUNTING	FINANCIAL SERVICES
26%	15%
MANUFACTURING	HEALTH CARE/MEDICAL
13%	12%

THE CAREERS

AN OVERVIEW

Oakland business school graduates are employed by a wide variety of organizations across many sectors including aerospace, automotive, tier one suppliers, defense, education, entertainment, finance, health care, information services, staffing and more. Here is a sampling:

SAMPLE EMPLOYERS

- Beaumont Health System
- Blue Cross Blue Shield of Michigan
- Chrysler
- Compuware
- Continental
- Crain Communications Inc.
- DTE Energy
- Faurecia
- Flagstar Bank
- Ford Motor Company
- General Motors
- Gongos Research
- Honda Manufacturing
- Improvement Path Systems
- KUKA Systems Aerospace
- Lear Corp.
- Meritor
- Navistar Defense
- Oakwood Healthcare
- Penske Automotive
- Plante Moran
- PwC
- Quicken
- State Farm Insurance
- Takata
- UHY

THE RESULTS

95% of 2012-13 Oakland University business students achieved their educational objective	88% employed within 6 months of graduation	96% employed in Michigan
*7% in graduate or professional school	*5% actively seeking employment	*1% pursuing other commitments (extended travel, family responsibilities, starting a business)

THE OPPORTUNITIES 2013-14

650 on-campus interviews (340 fall; 310 winter)	EVENTS
510 business internship postings on OU CareerLink (262 fall; 248 winter)	
979 full-time business positions on OU CareerLink (600 fall; 379 winter)	

75%

of business graduates reported gaining experience beyond the classroom such as internship, community service, research or study abroad.

Career fairs **Speed networking**
Employer meet & greets **Internship mixer**
Employer information sessions

THE PEOPLE

THE EMPLOYERS

Reliance One has hired numerous graduates from the Oakland University business school. These employees have come to us with more than just a four-year degree, rather a level of professionalism and preparedness that we haven't seen from other academic institutions.

Rob Wicker
Director of Recruitment Operations
Reliance One

Oakland University business students have proven to be a valuable asset for Fastenal. We have found that Oakland University has provided them with the educational tools necessary to make a positive impact on our bottom line.

Steven Carpenter
District Manager, Southeast Michigan
Fastenal

The professors at Oakland University's business school are very involved, are good mentors and have a passion for helping their students succeed. They also have good relationships with recruiters. Another important piece is that internships are encouraged in the Oakland business program.

Pam Strohmeier, PHR
Director of Campus Recruitment
Rehmann

THE GRADUATES

The dedicated professors and integrated career services in the Oakland University business program proved to be invaluable to launching my career.

Joe Osentoski, FIN/MKT '12, MAcc '14
Staff Auditor, Plante Moran
Internship: Quicken Loans

Oakland University provides the resources that any student needs in order to achieve success. The business school at Oakland University offers the highest quality staff, classes and services.

Mark Giannola, MIS '14
Strategy and Envisioning Specialist: Customer Analytics, Ford Motor Company
Internships: Dassault Systems, Delphi, Ford Motor Company

Through connections and relationships I made at Oakland University with faculty and staff, I secured a full-time job offer by October of my senior year. The opportunities to meet with potential employers through Oakland University's business school are excellent.

Lauren Wolf, MIS '14
Health Care Analyst,
Improvement Path Systems
Internships: Blue Cross Blue Shield of Michigan, City of Rochester, Ford Motor Company, Improvement Path Systems

Hard work, dedication and education put alum on fast track



Erika Eraqi, MKT '07, is the youngest senior account director for the Detroit office of Jack Morton Worldwide.

Featured in the 2014 *Crain's Detroit Business* "Twenty in Their 20s" for impacting a large organization in a big way, 28-year-old Erika Eraqi, MKT '07, has accomplished what would satisfy many twice her age – but she's not the type to rest on her laurels.

"We're the sum of our experiences," says Eraqi. "Every opportunity we're given or interaction we have helps to shape us into who we are. It can also push us to expand upon what we have to offer."

Eraqi brings this attitude to work.

The youngest senior account director for the Detroit office of Jack Morton Worldwide, Eraqi manages the strategic direction and design for all of GM's Cadillac experiential marketing platforms.

How did she achieve this position within six years of starting at the company?

ON A COURSE FOR SUCCESS

Eraqi's first job at Jack Morton was maintaining Cadillac's registration websites for its invitation-only marketing events.

Instead of being discouraged with the entry-level work, Eraqi was motivated to show others just how much she had to offer. Over time, executives at Jack Moron took note of her instincts and vision.

"My parents taught me to work hard for absolutely everything," Eraqi says. "So I really owned that first job and produced to the highest degree I could."

Eraqi's parents were an ideal example. Immigrating to America, her mother escaped Communist Slovakia, while her father arrived from Egypt with hope that he could provide better opportunities for his family to succeed. Working different shifts and sharing one car, Eraqi's hardworking parents raised three children.

Eraqi's father became a teacher. The value of a good education was emphasized in their home, and all three children earned college degrees.

"Life's all about building upon your experiences," Eraqi reflects. And creating unique consumer experiences is Eraqi's specialty.

IN THE DRIVER'S SEAT

"We give them memorable experiences that they can't buy," says Eraqi, explaining the extraordinary events she orchestrates.

The events are designed to attach meaning to the brand for potential Cadillac customers.

"We give consumers a chance to experience our vehicles in a meaningful and organic way, like driving to an exclusive dining event, without feeling the pressure to buy," she says.

Past events have included personalized golf instruction from David Leadbetter and driving time on the Laguna Seca racetrack.

Cadillac's Road to Table program introduces the redesigned CTS through a dining experience featuring Bravo's "Top Chef Masters" judge James Oseland and some of the nation's top chefs, such as Trenchermen restaurant's Chef Patrick Sheerin.

This fall, Driven by Design offers a drive in the all-new 2015 Escalade through New York City's top architectural sites, including the World Trade Center memorial and conversation with its architects. Other Driven by Design locations include Los Angeles, Miami, Chicago and Dallas.

The importance of an experience is something Eraqi ties back to Oakland.

LESSONS FOR A LIFETIME

"My experiences at Oakland University were eye-opening," Eraqi says.

As part of the business school, Eraqi was heavily involved in Students in Free Enterprise (SIFE), whose members taught Metro Detroit-area school students about business and the value of education; SIFE members then presented their programs on a national stage.

"Presenting to judges in SIFE national competitions helped immensely," says Eraqi. "It gave me confidence in my speaking skills and business interactions."

As an OU Honors College student, Eraqi spent a semester studying Spanish in Argentina, which broadened her business sense.

"Business is an international playing field, and interacting with people from other countries is priceless," Eraqi says. "Experiencing other cultures opens your mind to new possibilities."

Eraqi has since traveled to Brazil, China, Costa Rica, Nicaragua, Peru and Thailand.

She credits OU's Career Services with her internships at Ernst & Young and Automation Alley that put her on the road to her career.

THE EVER-CHANGING ROAD

After recently completing her MBA, Eraqi has her sights set on the global market.

"It's an exciting time in the automotive industry," she says. "I'm passionate about Cadillac. I believe the brand is evolving and on the cusp of exciting possibilities."

Despite her accomplishments, Eraqi remains humble.

"I'm incredibly appreciative of the job I have," she says. "I came into the company right on the edge of the automotive industry's downturn, so I consider myself blessed to still be working in the field that I love."

Clearly, Eraqi isn't someone who just survives – but thrives. While holding down a busy job requiring frequent travel, she plans to run in the 2014 Detroit Half Marathon. She might even slip in a trip to Australia.

What's her advice for fellow alums?

"Never settle," Eraqi resolutely says. "Keep learning, keep moving forward ... you really do create your own opportunities." ■

By Mary Gunderson-Switzer

Real world metrics | New data analytics lab features Bloomberg financial terminals

Managing large informational data was once in the domain of a precious few specialists. With advances in technology, business professionals across disciplines and industries can run, access and analyze complex data, and, in fact, are being required to do so as part of their job description.

That's why Oakland University's business school has been steadily introducing data analytics into the business curriculum. A significant step is being taken

“Proficiency using Bloomberg is a key attribute we look for when hiring analysts.”

— Rob Manilla FIN '85, vice president and chief investment officer, Kresge Foundation

this fall with the opening of the business school's newest computer lab, a data analytics lab featuring Bloomberg financial terminals.

The lab offers the business school community access to a powerful tool that financial and business professionals across disciplines rely upon for instant access to databases, financial news, company reports, economic statistics, industry research, information from foreign exchange markets and more.

Through course assignments and open lab hours, Oakland business students can use the Bloomberg terminals to develop better analytical skills, make decisions based on real-world data, challenge their own methods of analysis and test their skills with the Bloomberg Essentials Online Training Program (BESS).

CAREER ADVANTAGE

Some employers require Bloomberg skills as a prerequisite; others regard it as a distinct advantage, notes Ron Tracy, associate professor of economics.

“Proficiency using Bloomberg is a key attribute we look for when hiring analysts. It is an essential tool for any student interested in a career in investment management or corporate treasury,” says Rob Manilla, FIN '85, vice president and chief investment officer, Kresge Foundation. “The data available, whether real time or historical, is the basis for formulating ideas, tactics and strategies. It links to Excel and makes manipulating information a powerful

tool to help visualize data and clarify your message.” Manilla and his team use Bloomberg to help manage the Foundation's \$3.5 billion investment portfolio, which supports nonprofit organizations in arts and culture, community development, the environment, health and human services.

“We model the risks and exposures of our portfolio, price and trade derivatives, back test investment ideas, compare managers and communicate with Wall Street. It provides us real-time information we can use to adjust our portfolio based on the opportunities available in the market,” he says.

Professor of Finance J. Austin Murphy is encouraged about the real-world application after he and his students had the opportunity to try the terminals during a trial period last winter.

“For example, students can readily see mutual fund alphas or abnormal risk-adjusted return for the purpose of enabling them to make recommendations for optimal investments,” he says. “Students can also access information on quantitative model valuations of stocks and bonds that would be very difficult to replicate.”

“(The Bloomberg) terminals are absolutely wonderful. To have access to and learn how to use the terminals as a student will give Oakland business students a significant advantage in the job market,” adds William Gross, finance major, who used the terminals during the trial period.

ENHANCED TEACHING AND RESEARCH

Bringing Bloomberg to the Oakland University business school will not only help students, it will also aid in academic research, says Assistant Professor of Accounting Sha Zhao.

“I have a working paper with Professor Masako Darrough and Professor Rong Huang (both from the City University of New York – Baruch College), using financial and stock price data from Bloomberg,” says Zhao. “Not like some other data providers, Bloomberg updates data all the time. I believe my research work will benefit a lot from the usage of the database.”

Tracy can also see how students and faculty can leverage this tool. “To teach high-level statistics, or econometrics, I am in need of data sets. Bloomberg will give a huge amount of analysis over time and cross-section analysis,” he says.

For students and research faculty, the addition of this amazing tool gives them a huge advantage in today's competitive business environment. ■

By Alice Rhein



Regional Barometer: | Southeastern Michigan businesses, experts cautiously optimistic about economy, consumers neutral

The new collection of quarterly Southeastern Michigan Economic Outlook reports from Oakland University's business school offers the only comprehensive view that compares the opinion of economic experts, business professionals and consumers on policy issues for the region.

OU economists Drs. Ron Tracy and Jonathan Silberman conduct and analyze four quarterly surveys. The surveys look at local consumer confidence, local business confidence, and an expert panel weighs in on the local economy. A fourth survey looks at a policy question posed to experts, consumers and businesses on issues of the day.

Economists and business owners are on the front

edge of seeing economic changes and consumer views usually lag behind both. However, consumer spending is such a large part of the economy, their outlook can slow or accelerate any economic change, explains Silberman.

According to the latest survey, consumers in SE Michigan have neutral feelings about the local economy, despite economic improvements locally and nationally.

"We were hoping to see increase in optimism, but it was level from the previous quarter," notes Tracy. "Even though we've had an increase in the economy and a decrease in unemployment, consumers in southeast Michigan do not feel it has reached them

yet. In contrast, consumers nationally are very optimistic."

A rebound in auto sales did not translate to increased optimism among SE Michigan consumers, he adds.

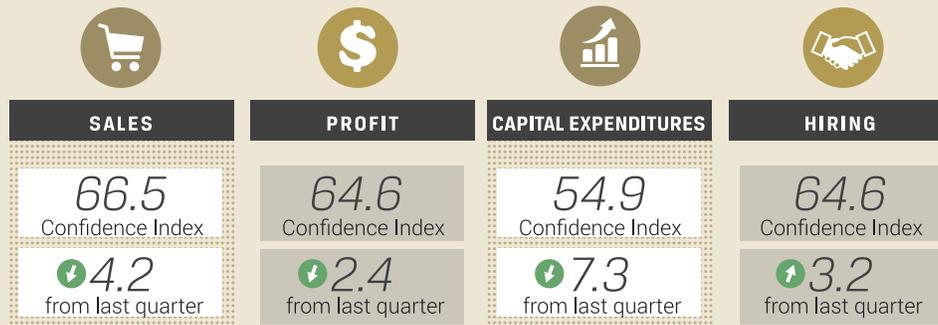
"It shows in the unemployment rate," Tracy says. "You would hope it would decrease faster, but businesses have been very slow to increase hiring."

"Rebounding U.S. light vehicle sales should help our area continue on a path of slow, but steady improvement," adds Silberman.

To learn more about the project and view the reports, visit oakland.edu/business/economic-outlook ■

BUSINESS CONFIDENCE

Business executives continue their **positive outlook** entering the third quarter, reporting confidence **well above neutral** in sales, profit and hiring expectations. Capital expenditures fell to a neutral level, with respondents indicating expenditures at their firms will continue at second quarter level.



When asked about the **national** and **Michigan** economy in the **3rd quarter** compared with the **2nd quarter**:



65.9%

65.9% expect somewhat or **much better** in Michigan



53.6%

53.6% expect somewhat or **much better** for national economy

CONSUMER CONFIDENCE

Consumer outlook **stuck in neutral**. Consumer confidence for the third quarter is **consistent** with **second quarter results at 51.7**, reflecting consumers' **lackluster outlook** for the national economy.

Consumers are **slowly gaining confidence** for the future:

46.8%: Getting along financially now

58.8%: Getting along financially a year from now

51.0%: National economy in 1 year

48.6%: National economy in 5 years

GOLD STAR EXPERT PANEL FORECAST FOR 2015

PERSONAL INCOME

↑ 3.55% | ↑ \$1,600 | ↑ 2.3% | ↑ \$560

Personal income will grow by 3.55% (\$1,600), exceeding inflation by 2.3% (\$560) in real income growth

PRIVATE EMPLOYMENT



Private employment
+1.75% (30,000 jobs)

UNEMPLOYMENT RATE



Unemployment rate -7.25% (about 11,650 fewer unemployed people). Number of unemployed is falling less than the number of jobs because the workforce is growing .5% per year.

SE MICHIGAN POPULATION



SE Michigan population +.15% (which is 6,449 people)

HOUSING PRICES

Housing prices will continue to regain their value by 8%



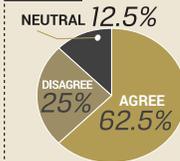
POLICY FORUM



Should gas tax be replaced with user fee?

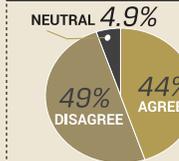
CONSUMERS, EXECUTIVES AND EXPERTS UNCERTAIN ABOUT MILES-TRAVELLED FEE

EXPERTS



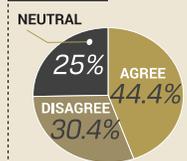
62.5% of experts disagree or strongly disagree while 25% agree or strongly agree (12.5% did not feel strongly one way or the other)

BUSINESS EXECUTIVES



49% of business executives disagree or strongly disagree, while 44% agree or strongly agree (4.9% did not feel strongly one way or the other)

CONSUMERS



44.4% of consumers agree or strongly agree while only 30.4% disagree or strongly disagree (25.2% did not feel strongly one way or the other)

New faculty members enrich business school | Oakland University's business school welcomed four new tenure-track faculty members in the 2013-14 academic year.



Jae Hyeung Kang
assistant professor, entrepreneurship

Education: MBA from University of Maryland; Ph.D. in Entrepreneurship and Organizational Behavior from George Washington University

Experience: Change management consultant at Accenture, working on process innovation and ERP implementation projects.

Research: Entrepreneurship, leadership and organizational change

Teaching: New venture creation, organizational behavior and leadership

Favorite OU spot: His office and the Healy Café at the Elliott Hall.



Steven Stanton
assistant professor, marketing

Education: BA, MA, Ph.D. from the University of Michigan - Ann Arbor

Experience: Research Scientist, Duke University

Research: Consumer behavior, including studying how biological factors like testosterone, and psychological factors like mood, influence the decisions that consumers make

Teaching: Consumer behavior

Enjoys: Golf and "whipping up a fantastic chocolate soufflé."



Yazan Roumani
assistant professor, quantitative methods in management

Education: MBA Indiana University of Pennsylvania, Master's in Biostatistics; Ph.D. in Operations Management University of Pittsburgh

Research: The application of operations management in health care

Favorite OU spot: The OC and Cafe O'Bears.



Sha Zhao
assistant professor, accounting

Education: BA Southwestern University of Finance and Economics in China; Ph.D. in accounting from Baruch College in New York

Research and teaching: Financial accounting, managerial accounting, auditing, corporate disclosure, corporate governance, and mergers and acquisitions

Favorite OU spot: Biking around the scenic trails at Meadow Brook Hall

FALL 2014
insight



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The business school offers many different ways alumni can help business students develop into professionals through its career development programs.

- **ACHIEVE** helps undergraduate students explore majors and prepare for a professional career in business. If you would like to volunteer to work with ACHIEVE students, contact Sherri Kerby at kerby@oakland.edu.
- If you are looking for an intern, or if your company wants to hire a solid graduate with academic and presentation skills, contact Michelle Serafino at serafino@oakland.edu.
- Consider making a gift to the business school. Help OU's SBA build a school that is advancing leadership in the business community with a gift that will transform lives. You can give online at sba.oakland.edu/give.

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