Accounting Department Adds Forensic Accounting Course

According to Wikipedia, ‘forensic’ refers to “suitable for use in a court of law”. Many television viewers over the last decade have become familiar with the use of ‘forensic medicine’ as portrayed in shows like CSI: Crime Scene Investigation, BONES and Cold Case. And, unfortunately, the news reports over that same time frame have been filled with stories of financial crimes from Enron to the Bernie Madoff saga. The field of ‘forensic accounting’ has been growing with large accounting firms, and now medium sized-firms devoting departments to this investigative field of the profession. To help ensure that Assumption’s accounting students are continually up to date with the latest practices of their profession, the Business Studies Department is pleased to announce the addition of a new course: ACC 332 Forensic Accounting. The course will focus on investigative accounting techniques applied to situations such as fraud, bankruptcies, business valuation and discovery of hidden assets. It is designed as a follow-up to the existing ACC/MGT 331 Fraud Examination course. The department’s long-term plans are to include both of these courses in a possible minor program in financial forensics, and in doing so, capitalize on growing student interest in the fastest growing segment of the accounting profession. The new course is scheduled for an initial offering in Spring 2013.

New Program Sends Students to Italy

To increase the global awareness of business students, the Department of Business Studies and the Assumption MBA Program have initiated a partnership with the Italian Confederation of Family-owned Small and Medium-sized Companies (CONFAPI) during the Spring 2012 semester. Students in capstone courses at the undergraduate and graduate levels are working on consulting projects for a number of member-companies from the Varese Region (North of Milano) aimed at sizing up the US market potential for their light industrial products. A member of the Board of the CONFAPI-Varese region responsible for international development visited the Assumption campus in February and lectured in several classes about the Italian economic situation, and the need for these companies to get information about the US market in terms of size, growth, segments and competition.
New Program Sends Undergrads to Italy

Students will provide an in-depth market overview at the end of April. This partnership with CONFAPI will also include a Summer 2012 MBA class on Doing Business in Italy and the EU. Students will travel for 3 weeks to Northern Italy (Milano and Varese). Students will have the opportunity to work closely with the management and the principals of the Italian companies, review the findings of the US market reports drawn during the Spring semester, and propose entry strategies to launch their products in the US market. Students on the trip will also have the opportunity to visit companies, EU and Italian institutions and learn about international payments.

The deadline to participate and to sign up for this international study trip to Italy is April 2.

Please contact Eric Drouart, Visiting Assistant Professor of Marketing and Management at edrouart@assumption.edu or by phone at 508-767-7457.

G.A.M.E. Competition Experiences

GAME Receives 3 Awards!
On March 21st, Professor Cary LeBlanc and 7 student members of GAME (Greyhound Association for Marketing Enrichment), attended the American Marketing Association’s 34th Annual International Collegiate Conference in New Orleans. This 3 day conference brings together over 1200 college students from over 100 colleges to compete, network, and attend a wide variety of presentations and workshops. GAME is only in its second full year as a chartered club, yet judges at the AMA have already recognized the students’ efforts. Specifically the club received three awards in two competitive categories. The first area was for work the club has done in communicating to its members its intents and activities. The “functional award” was part of the club’s Chapter Plan and Annual Report. The judges look to see not only a comprehensive plan but how that plan would be implemented. This award recognized Internal and External Communication that was planned and successfully implemented.

The second and third awards were for the “AMA Saves Lives” video competition. Colleges were invited to develop and produce a short video that would inform and encourage students and others to be organ donors. The AMA collegiate division has been a strong advocate of this program for several years. The ball room was filled with over 1200 students to compete, network, and attend a wide variety of presentations and workshops. The students attending were three members of GAME’s executive Board: Erin Neilan, President, Hayley Eagan, VP, Jessica Lynch, VP, and members Lauren Forest, Erin Kinback, Daniell Nader, and Alexandra White. We all had a great time attending the conference and learning more about how we can improve our chapter. The group came back with much enthusiasm and confidence that what they are doing as a club is working and getting recognized. We are looking forward to expanding into the case competition next year.

Assistant Professor of Marketing
Cary LeBlanc
Marketing Success Stories

Marketing Management is an upper level undergraduate course in Business Studies. As a part of that course, student teams develop strategic marketing plans for Worcester County organizations. Visiting Assistant Professor David Hoyle solicits requests from local companies in need of marketing assistance. Oftentimes small businesses and not-for-profits cannot dedicate full time staff to marketing and sales functions. The students, all of whom have taken prior coursework in marketing, management and accounting, put together sophisticated marketing action plans that can be seamlessly implemented by the requesting organizations.

Recent success stories include: Florabunda Gift shop and tea room. The students put together a marketing plan for this Rutland, MA-based woman-owned business. According to the owner, “the plan has dramatically increased traffic in the shop”. The plan included a large social media component. Butera Construction This sole proprietorship needed help succeeding in the highly competitive construction industry, especially in light of the economic downturn. A student team put together a plan that, in conjunction with an improving economy, has resulted in a large backlog of orders. Mr. Butera is presently getting his truck silk-screened with the logo developed by the Assumption team, and is considering hiring new employees to take advantage of his increasing business.

Assumption Library Student teams from Professor Hoyle’s Marketing Management class and his class on Marketing on the Internet put together a host of recommendations to improve awareness of library services and to make valued changes to the library’s Facebook page. The number of ‘likes’ for the page has grown from 30, prior to plan implementation to 200!

This semester, student teams are hard at work developing strategic marketing plans for two area non-profits: The Salisbury Singers and the Worcester Women’s History Project. Both of these completed plans will be presented to their respective clients in late April.

Guest Speakers Provide Real World Experience

Assumption Hosts Second Women’s Leadership Forum Event:
The Women’s Leadership Forum (WLF), co-founded by Assistant Professor Arlene DeWitt and the Office of Institutional Advancement this past fall, sponsored its second event - Navigate your options. Create your future. – for students, alumnae, parents and friends of the college on March 27.

Alumnae from the corporate, nonprofit, governmental and entrepreneurial sectors shared their personal career path stories in a panel discussion followed by networking and dessert.

ADP Representatives Lead Classroom Discussion:
Bringing experienced business professionals to lead class discussions provides an invaluable service to our students.

A recent example is when ADP came into Professor Houle’s Business Marketing class. They presented the sales role at ADP and provided a detailed look at Stephanie’s (an Assumption Alumna) daily routine, giving students insight into the “real world”. In addition, she and her manager, Lindsey, showed students how sales fits into the ADP corporate structure and outlined the various sales positions and career paths available at ADP.

Both women answered numerous questions from the students about the skills needed for this career and what hiring managers would look for in job candidates. This visit was coordinated through the Career Services office and Nicole Diorio.
Internships are Mission Critical in Business Studies

Professor Arlene DeWitt runs the Business Studies Internship in Business Seminar. Students are able to complete an internship during the semester and gain three course credits, while simultaneously gaining valuable work experience. To read more on students' experiences with internships, go to the Assumption College Website, and in “Academics” choose the “Internship” page option.

2012 Sample Student Internship Experiences

Angela Mungeam: The Rockport Division of Reebok
I am doing a ‘double duty’ interning in both the Global Brand Marketing and PR departments at the Reebok headquarters. I have been doing everything from developing and maintaining social media content, to tracking press kits and producing quarterly media boards for the truWALK line of Rockport shoes. When you are working on a Fall 2012 product launch, all of the planning must be completed by April 1st which makes for a hectic, but very exciting experience!

David D’Amico: RDW Group
As an intern at RDW Public Relations group, I am an account executive and have met with clients such as the Rhode Island Public Transit Agency, St. Patrick’s Academy, NRI Chamber of Commerce and the Leominster Credit Union to decide on the best communication strategies that meet their goals. My most exciting task was developing my own marketing strategy for a client. I applied concepts from my Marketing Management and Public Relations courses to my strategy. Compared to my past job experiences, RDW Group has the best organizational culture “fit” for me. RDW combines the vast communication expertise of its employees with an organic structure that incorporates interns – as much as top executives – on a single electronic network with access to all client accounts. I am inspired by how the RDW mission and vision are carried out in front of me every day.

RDW is not your average communications agency. We not only provide clients with integrated communication plans – we also assist them with the implementation of these plans. It’s an exciting place!

Pat O’Kane: Kaburst
I was fortunate to come across the opportunity to intern with Kaburst, a social media marketing business that connects local business to consumers. With the rise of social media, smart phones and other forms of e-communication, Kaburst uses social media to stay on the leading edge of e-marketing. Working very closely with the co-founder of the company, I have witnessed the start-up aspects of the company as it spreads to Worcester from Hartford, CT. I have seen the discovery of e-marketing techniques that utilize information that consumers use in today’s society, and the implementation of this information on the smart phone format used by Kaburst.

Shamyre Johnson: Emmanuel Communications (Emmanuel Radio)
Interning at Emmanuel Radio has given me the opportunity to learn how a non-profit organization functions in its “launch” implementation stage. The Catholic radio station was launched in May 2011, so building brand awareness and financial support are two of its primary focuses. We are now planning a fundraising event at the Small Business Service Bureau, Worcester. I was not sure if I was cut out to assist with event planning, but I have learned that the knowledge and skills I have gained from my marketing and communication classes can also be applied to event planning. My internship has taught me that knowledge and skills are transferable to all types of organizations and business sectors – and I am excited to see how my skills will continue to contribute to Emmanuel Radio 1230!

Andrea Gerard: The Hanover Theatre for the Performing Arts
My internship at the Hanover Theatre for the Performing Arts is an intriguing “hands on” look into the fascinating entertainment industry. I work directly with the Marketing Manager to determine our target markets; we use specific demographics of Central MA to analyze consumers who can both afford subscriptions and who live close enough to the theatre to attend more than one show. In Marketing Management I learned the importance of choosing the right promotional materials. This is critical to our success because we want to excite consumers with festive language and engaging photographs from past, present and future events. To stay within budget, the theatre also uses weekly emails and social websites to get our word out to potential consumers who like the arts. I update the social websites about upcoming events. Our goal is to sell out shows and this involves extensive marketing!
Presentations, Publications, and Awards

Assistant Professor Gains Tenure

Arlene O. De Witt, Assistant Professor of Marketing and Organizational Communication, has been granted tenure in the Business Studies Department. She has an M.B.A from Clark University, Graduate School of Management and a B.A in American Studies from Elmira College. She has published in Understanding and Managing Diversity, The American Journal of Business Education and Global Business Today and has also presented her research and published in national and international conference proceedings in Spain and Belgium. She is responsible for the Organizational Communication major and the Internship in Business course and taught in the Tagaste Program. She co-founded the Women's Leadership Forum.

APICS Award:

Professor Saeed Mohaghegh was recently recognized by The Association for Operations Management (APICS) for his twenty-five years of dedicated service to the Worcester County chapter of this professional organization. Professor Mohaghegh’s plaque was presented at the chapter meeting in January of 2012.

Conference Presentations:

In April of 2012, Professor Dan Jones will be presenting: “Using the Crimmins Products Problem to Explain the Pitfalls of Traditional Product Costing Systems” at the American Accounting Association Mid-Atlantic Regional meeting in Philadelphia. In October of 2011, Professor Jones presented “Visualizing Business Transactions into Accounting Financial Statements” at the American Accounting Association Northeast Region Meeting in White Plains, NY.

In August of 2011, Professor Mary Clay was a presenter at the American Accounting Association meeting on Teaching and Learning Accounting. At this conference in Denver, Professor Clay presented “Foreign Currency Transactions in an Introductory Accounting Course”. Professor Clay stated, “The increased globalization of large and small businesses in the United States has boosted the need for international accounting. This example lesson was designed for an Introductory Accounting II course. Five separate entries were detailed which demonstrated best practices for students to learn foreign exchange rates and why they fluctuate.”

Book Review:

Professor Mohaghegh was recently asked to review the 12th edition of the textbook: “Quantitative Methods for Business”, by Anderson/Sweeney/Williams/Cammar/Cochran/Fry/Ohlmann; published by Cengage Learning. Professor Mohaghegh’s participation in this review is included in the Acknowledgements.
Early Career MBA

We are happy to announce the launch of an Early Career Track within the Assumption College MBA program. Courses begin in the summer and fall 2012. This full-time, one-year intense program is tailored to the needs of recent graduates of liberal arts programs (with and without a business major) who wish to launch high impact careers of choice.

- Course of study is integrative, interdisciplinary and utilizes diverse methods of understanding
- Teaches key elements of the disciplines of management and business administration
- Seeks to link the knowledge, skill and attitudes of liberally educated recent college graduates to the field of management and to increase their understanding of interdependent and multi-faceted issues
- Provides study opportunities that allow participants to gain knowledge and skills in areas of high personal and professional interest and to build a strong local network of professional relationships that are situated around those interests
- Deals with integrating liberal arts and design thinking into traditional elements of the MBA curriculum

Program Structure
- Full-time, cohort, lock step, 36 credits, 14 or 12-month program
- Summer One for non-business majors (Saturday courses May – August) comprehensive business fundamentals program for non-business majors followed by:
  - Fall and Spring semesters – 30 credit hours over 2 semesters. Structured professional practicum in a business by day, 3 core courses by night
  - Summer Two – 3 credit capstone international practicum paired with 3-credit capstone strategy course.

Participant Attributes
- In early to mid twenties recently graduated college
- Intellectually curious and professionally ambitious with little or no practical experience

Tuition and Fees
Total tuition for the core 36-credit program is $19,548. For each 2-credit Foundation Course: $1,086. Nonbusiness majors may be required to take up to six. Books and a fee for the 3 week International Practicum (approximately $5,000) are additional.

Your Next Steps
- Contact Dr. J. Bart Morrison, Director, MBA Program at 508.767.7458 or jmorrisson@assumption.edu
- Attend an Information Session on March 28 or April 23, 4:30 pm at Assumption College.

Published
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Faculty Advisor: David Hoyle

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Business Studies.
malicata@assumption.edu.

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If you know of any upcoming events, companies that could provide guest speakers, or organizations that could use the expertise of a highly motivated marketing team of Assumption students, please contact Professor Hoyle at: dhoyle@assumption.edu.
### April 2012

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