Enduring Impact

College of Business at Barsema Hall

Where the Classroom Meets the Business World
Education is not the filling of a pail but the lighting of a fire.
- William Butler Yeats

Since its founding in 1961, Northern’s College of Business at Barsema Hall has been shaped by the hearts and minds of its stakeholders, who believe the college to be an outstanding one. Together, they envision and make real a vibrant learning community that reinforces integrity, sharpens minds, strengthens character, and exists for a singular purpose:

*to make a genuine difference in the lives of the college’s students.*
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The State of Northern’s College of Business
Where the Classroom Meets the Business World

Just 60 miles west of Chicago, Northern Illinois University’s College of Business embodies a unique combination of grit and imagination. At its core are two irresistible forces: the enduring work ethic of America’s heartland and the creativity in boundless vision. The college simultaneously maintains a solid foundation in business fundamentals while remaining flexible by reinventing and adapting – both academically and organizationally. Constancy is found in the college’s commitment to make a genuine difference in the lives of its students, as it has since the school’s founding in 1961.

From its beginnings, Northern’s business college has pushed beyond its comfort zones. The college has attracted exceptional faculty – scholar-teachers who changed the lives of 38,000 alumni through rigorous instruction and eagerness to work for the success of every willing student. The Accountancy program has been among the nation’s best for more than a decade. As the first collegiate program ever accredited by the Professional Society for Sales and Marketing Training, the college’s Professional Sales Program remains on par with the best sales training programs in industry. The Finance Department has been regarded as among the 100 most prolific in published research for the 11-year period 1990-2001. Across the college, the business world and the classroom increasingly intersect through high-level, team-based experiential learning opportunities where the skills and imagination of student teams are brought to bear on actual business problems.
NIU College of Business graduates, of both the baccalaureate program and off-campus MBA program in the Chicago suburbs, are prized by businesses throughout the Midwest. Companies such as Abbott Laboratories, Caterpillar, Deloitte & Touche, Hewitt Associates, KPMG, Motorola, Pella Corporation among others, regularly recruit NIU business students. And the college has always offered an education of enduring relevance – due, in large part, to a long-standing collaboration with these firms and with business executives who participate on the college’s multiple advisory boards and two alumni clubs.

The dream is to create a world-class academic institution and fuel an exciting community that connects its students with cherished participants across the country and the globe, spurring the genesis of new best business practices and future business leaders.

The 2002 opening of the college’s new $24 million home – Barsema Hall – brought all these assets together … not just with a stunning and technologically advanced physical environment but also with validation of the college’s unwavering commitment to make a meaningful difference in its students’ lives by:

1. Providing a robust educational experience that infuses into the curriculum leading-edge concepts and technology in use by the business world.
2. Recruiting students who possess the drive, ability, and character to succeed in the college’s comprehensive programs.
3. Recruiting the highest quality faculty and staff who possess the drive, ability, and character to generate new knowledge, direct and influence the teaching process, and lead the college into the future in partnership with the business community.
4. Forging lasting, meaningful, and mutually beneficial relationships with college stakeholders.
5. Systematically supporting faculty and staff renewal and development in the areas of research and pedagogical excellence, quality service, leadership, relationship building, global and cultural diversity, and a best practices attitude.
6. Actively communicating college successes and attributes so as to cultivate esprit de corps.

Welcome into Northern’s College of Business learning community as shaped by the hearts and minds of those who, like Dennis and Stacey Barsema, strongly believe in the college.

Together, those who care and share in Northern’s business college have envisioned and, continue to build, a solid, vibrant educational environment and future.
Undergraduate and Graduate Programs

At Northern’s College of Business, a transformative education is made up of creative vision mixed with an indisputable work ethic. It is thinking and doing … particularly in the face of a world that is all too often characterized by massive change.

Those two abilities – seeing the big picture and turning vision into reality – form the cornerstone of Northern’s business college. Here, there is no fear of new ideas. And the college fosters this intellectual bravery in its students at every turn, compelling them to go where they haven’t yet been. Over the course of their undergraduate tenure, Northern’s business students meet the challenge of “thinking and doing” in several ways, among them: teaming up to solve firm-specific problems; role playing through negotiations, case study scenario solutions, or a decision-making process; conducting faculty-sponsored or firm-specific research here or abroad; delving into mentorships or internships with organizations located throughout the Midwest and the country; or brainstorming at professional workshops that count as attendees Northern’s business students standing shoulder to shoulder with Chicago-area business owners and managers.

While the college keeps its fingers on the pulse of business, it also invites the business world to keep its fingers on the pulse of many of the college’s classrooms … pushing learning beyond the boundaries of textbooks and transforming instruction into a collaborative endeavor between a diverse set of individuals at the top of their game.

In the Management Department, CEOs, lawyers, and bankers devote 16 weeks to coach and mentor undergraduates enrolled in Entrepreneurship and Innovation, a faculty-guided course that challenges students to conceive and develop thorough analysis of a new business venture before presenting their feasibility studies to a panel of bankers, business owners, and angel capitalists. The classroom becomes the boardroom in the Marketing Apprentice course as CEOs, faculty, and
Leadership is the bridge between ideas and action. ~ David Sawyer

subject-matter practitioner-experts together critique the solutions recommended by competing student teams during weekly business challenges. Students in the college’s Finance Department become financial analysts by managing a $220,000 investment portfolio through a partnership with the Treasury Management Association of Chicago (TMAC) and the NIU Foundation. In the college’s Operations Management & Information Systems Department, students impact a company’s bottom line or entire city areas by creating a new decision support model to analyze inventory or a plan for the redevelopment of a neighborhood in Rockford, the second largest city in Illinois. In Financial Reporting, an Accountancy professor enlivens the case study approach by calling upon students to literally re-enact the case. The students, in effect, live the scenario via role playing with outside practitioners who then cause the students to directly experience the consequences of their “thinking and doing.” This experiential approach to the case study method earned the college recognition in the Innovation in Business Education award category at the 2004 AACSB Mid-Continent Association of Deans meeting.

"I’m a big believer that you have to get outside your comfort zone, and I like how Northern pushes its students to do that too."

Dennis Barsemi, B.S. Management ’77, formerly Chairman, President, and CEO Onetta, Inc.

Northern’s business students “think and do” in a global context … in terms of both understanding the impact of culture on business and also the relationship between all business disciplines. Traveling overseas to participate in a European Business Seminar, business undergraduates wade into the global operations of multinational firms where they learn about the cultural experiences and business perspectives of professionals working within those firms. Understanding the interconnectedness between business disciplines is a necessity for NIU College of Business students, who must meet the requirements of the college’s cross-functional business principles course. Designed and delivered by a team of professors from four business disciplines, the course follows a graduate-school model by integrating the principles of finance, management, marketing, and operations into a cross-functional format. This cross-functional course – in place since 1996 – gives Northern’s business college the distinction of being one of the first business schools in the nation to put undergraduate students through the paces of a course that ties together all the business fundamentals.
Where there is an open mind, there will always be a frontier. ~ Charles F. Kittering

MBA Program

In an age of increasing demands and pressures, new frontiers reveal themselves most readily for those with both an open mind and the time to venture forth. By the same token, making the time to venture into new frontiers is all in the choosing. The MBA Program at Northern’s College of Business facilitates the choosing and leads the way in educating working professionals who seek to enhance their careers with practical and research-based knowledge that comes from an AACSB-accredited MBA program.

With three formats, Northern’s MBA accommodates the busy lives of adult students and working professionals from the burgeoning communities that characterize the northern Illinois region by providing classes in three of Chicago’s major suburban business centers: Hoffman Estates, Naperville, and Rockford.

The Evening MBA – a self-paced format – provides the most flexibility with regard to schedule, location, and course options. Students enroll in courses at any of the three Northern facilities – Hoffman Estates, Naperville, Rockford – or they complete the entire program at any one location. Designed for students with an undergraduate degree or equivalent of related courses and five years work experience, the Professional MBA offers managers the opportunity to complete the MBA at Northern’s Hoffman Estates facility in as little as one calendar year. As an accelerated program, the Professional MBA assigns students into study groups that stay together throughout the entire program, thereby enriching students’ learning experience. The Executive MBA – a cohort, lock-step program, similar to the Professional MBA – meets at Northern’s Naperville facility with Saturday-only classes that allow for concentrated, uninterrupted learning sessions. Like the Professional MBA, the Executive MBA follows an accelerated format and facilitates the completion of an MBA in just 21 months.

“Overall, Northern’s MBA program was one of my most challenging experiences, but it’s also one of the best. I’ve learned how to look at situations with a new perspective and fresh ideas.”

Lisa Custardo, MBA ’04, CFO of Marklund

No matter the program format, all of Northern’s master level students are put through the paces of a rigorous curriculum designed and delivered by experienced faculty members who bridge the gap between theory and practice by continually relating business concepts to the realities of the participating students’ professional lives. Graduating students emerge from the program armed not only with a strong mix of theory and practice but also with an extensive professional network of more than 6,000 graduates from Northern’s MBA program … all of which serves to enhance the “thinking and doing” and to open up paths to new frontiers in business.
Specialized **Graduate Programs**

For students interested in a specific professional niche, NIU’s College of Business offers three specialized graduate programs, review and certificate courses, and professional development events.

**SPECIALIZED GRADUATE PROGRAMS**
- Master of Accounting Science
- Master of Science in Management Information Systems
- Master of Science in Taxation

**REVIEW COURSES AND CERTIFICATE PROGRAMS**
- Certificate Program in Management Information Systems
- Certified Bank Auditor
- Certified Cash Manager
- Certified Internal Auditor*
- Certified Management Accountant*
- Certified Treasury Professional
- Chartered Financial Analyst *
- CPA Review

**PROFESSIONAL DEVELOPMENT EVENTS**
- ASQ’s Quality Learning Series*
- Essentials of Human Resource Management*
- Human Resource Leader Series and Employment Law Webcasts*

*Provided through a partnership between Northern’s College of Business and NIU Outreach (www.outreach.niu.edu).*
There is nothing more powerful than an idea whose time has come. That idea began with “the new face of Northern’s College of Business” Barsema Hall, complete with its technological marvels and its balance of corporate sophistication with welcoming community. Enhancing the outstanding curriculum and instruction that have always been in place at the college are the powerful ideas and accomplishments shared by leading business executives, faculty, and students. Year 2004 highlights follow.

The Business World in the Classroom

On average more than 70 business professionals a year share their expertise and perspectives with Northern’s business students through regular speaker series or other special events.

Dennis Barsema, B.S. Management ’77, formerly Chairman, President, and CEO Onetta Inc. Keynote address on: “Passion, Goals and Values, Leadership.”

Jim Berg, Director, Ethics and Business Practice, International Paper Company; John Commy, On-site Ethics Officer, Northrop Grumman Corporation; Haydee Olinger, Managing Counsel-Global Compliance Director, McDonald’s Corporation, and; Kristine Rapp, Vice President, Office of Ethics and Compliance, Hospira. Graduate Colloquium panel discussion with business leaders on ethics.

Gary Baumgartner, B.S. Finance ’72, Vice President Investments, UBS Financial Services.

Mark Chain, National Managing Partner of Human Resources Mgmt, Deloitte & Touche.

Keith Irons, Irons Group; Thomas McDunn, EIGERLab. Graduate Colloquium Executive Lecture Series: “The EIGER Connection – Bringing Technology to the Market.”

Al Golin, Founder and Chair, Golin/Harris International, presenting an Arthur W. Page Society Distinguished Ambassador Lecture about the public relations industry (co-sponsored by Northern’s College of Liberal Arts & Sciences and College of Business).

Thomas Castino, retired President and CEO of Underwriters Laboratory. Keynote address: “Globalization – The Future State of Business and Technology” (co-sponsored by Northern’s College of Engineering and College of Business).
Noteworthy **Student Accomplishments**

**Colleen Anderson, Paula Bandy, Jennifer Hoganson, Jason Flesher, Matt Glucksmann, Justin Gress, Emily Grobe, David Haas, Nicole Heyob, Amy Koscielski, Justin Mamula, Robert Oaf, Chris Robb, Michael Sterczek, Jonathan Van Plew, Lisa Vicicondi:** Marketing Apprentice Course, Marketing Department. Modeled after NBC's hugely successful “The Apprentice” television program, the Marketing Apprentice course was created through a collaboration between NIU business students, NIU communications students, business alumni, Marketing Professors and Communications Professors. During a Fall 2004 fundraising challenge, the Marketing Apprentice students raised $12,000 in one week for the USO in support of the US troops in Iraq. At the October 2004 American Management Association seminar held in Chicago, NIU College of Business Marketing Apprentice students met past NBC Apprentice contestants Bill Rancic, Pamela, and Bradford. In a 15-minute mini-apprentice conflict-resolution task and competing against participating Chicago-area business owners and managers, the NIU students were judged by the panel of NBC Apprentice contestants to be the winning team.

**Ryan Flynn, Justin Gress, Stacey Haas, Todd Hollingsworth, Josh Huseman, Tony Ivancic, Joe Martillaro, Amanda Sloyan:** Executive Board members of NIU’s Society for the Advancement of Management (SAM), Management Department student organization. Northern’s College of Business SAM Chapter placed second among outstanding chapters in the nation in the Large Division Category of the SAM Chapter Performance Program.

**Beta Alpha Psi student organization, the Accountancy Department Honorary Society.** The college’s Beta Alpha Psi chapter established an endowed scholarship for Brian Deets, an Accountancy major who was killed in a car accident on his way to class in February 2001. Each year since 2001, Beta Alpha Psi members conduct fundraisers in between their classes on the school’s premises for the Brian Deets Endowed Scholarship Fund. This fundraiser – created by students to honor the memory of an outstanding former student – provides scholarship monies to future outstanding students. In the last two years, this fine student organization has raised more than $20,000 for the endowed scholarship fund.

**Financial Management Association (FMA), Finance Department student organization.** The NIU College of Business FMA Chapter earned the highest honor with the FMA Superior Chapter Award for the 2003-2004 academic year. Of the more than 200 active FMA chapters, less than 5% receive this honor each year.
Teaching, Research, and Service

Richard Baker, Accountancy Professor. Selected to receive the Joseph A. Silvoso Faculty Merit Award, granted by the Federation of Schools of Accountancy (FSA) to recognize outstanding service to the FSA and the profession.


Kathy McFadden, OMIS Professor. Plenary speaker at the 2004 Annual Osteopathic Medical Education Leadership Conference “Engineering the Work Force to Improve Patient Safety.” Presented her research findings about implementing error management systems in hospitals.


Rick Ridnour, Marketing Professor. In 2004, named as the recipient of the prestigious Northern Illinois University Presidential Teaching Professorship.

Donald Tidrick, Accountancy Associate Professor. Appointed to the United States Comptroller General, Education Advisory Panel.

Experiential Learning Center (ELC) Faculty Team: Chuck Downing, OMIS Associate Professor; Luis Flores, Management Professor; Jack Marchewka, OMIS Associate Professor; Chang Liu, OMIS Associate Professor. Awarded the Education Partner Award for 2004 by Family Shelter Service (FSS), a non-profit agency providing support for victims of domestic violence. The ELC faculty team guided Northern business students through the creation of a first-ever online victim advocacy database for FSS. Microsoft donated the software for this project.
Academic Programs

UNDERGRADUATE DEGREE MAJORS

- Accountancy
- Business Administration
- Finance
- Management
- Marketing
- Operations & Information Management

GRADUATE PROGRAMS

- Master of Business Administration
- Master of Accounting Science
- Master of Science in Management Information Systems
- Master of Science in Taxation

“Northern is the perfect balance between pragmatism and openness to ideas.”

*Bill Boston, B.S. ’70, MBA ’71, Chairman and CEO of Kinetic Systems Company*

Only accomplished faculty and experienced business professionals teach at Northern Illinois University’s College of Business. More than 94% of Northern’s business faculty incorporate one or more of the following into their classes: business/professional guest speakers; projects with real-world business connections; case studies with real-world business connections, and/or; company tours or class trips to firms. And more than 60% have had seven or more years of professional experience in industry before coming to NIU.
Faculty at Northern’s College of Business put the learner squarely in the center of everything they do. Providing students with a transformative educational experience – made up of creative vision mixed with indisputable work ethic – is why faculty are here. This is also why firms from the surrounding Chicago and suburban-area business centers actively participate in the college and recruit its graduates, and why the college enjoys a loyal alumni base of 38,000 located the world over.

Northern’s business faculty devote themselves “… to preparing learners to succeed in the global business environment.” That commitment is the overriding inspiration behind the college’s mission and is supported by the college’s promise to: maintain a global view of the world and of business education; offer nothing less than outstanding educational programs and services; place as high a priority on outstanding instruction as on the generation of new knowledge, and; accept nothing less than continual improvement in the quality of faculty instruction and scholarship.

Business faculty at Northern challenge themselves and their peers to achieve and sustain pedagogical excellence. They immerse themselves in actual business issues to enrich their hands-on knowledge, sustain their real-world expertise, and enhance their theoretical prowess. Faculty strive for balance and excellence in teaching, research, and service in the business community for the sole purpose of empowering minds. At the same time, a caring and respect for each person is fostered. Not only do teaching and learning occur in the classroom, but, as easily, they occur in the hallway after a keynote address by the Comptroller General of the United States, at a table in Barsema Hall’s Three Sons Café where faculty coach undergraduates, in the Business Careers House residence hall where executive-student mentoring relationships are formed, during a student award banquet, or on the fairway during a faculty-student golf outing.

Only academically qualified faculty and professionally qualified instructors teach in the college’s undergraduate and graduate programs. And Northern’s business students regard many of the college’s faculty to be among the very best teachers at the university. Indeed, the university’s prestigious Presidential Teaching Award has been awarded to a College of Business faculty member, and over the years, the university’s Outstanding Teaching Award has regularly been awarded to College of Business faculty.
Collectively, Northern’s business faculty hold nine named professorships, sponsored by firms such as Ernst and Young, Deloitte & Touche, OTA/Off the Record Research, HSBC (formerly Household International), Philip Morris Companies, Crowe Chizek, ACXIOM Corporation, Enterprise Corporation, and KPMG. They have written 26 textbooks covering topics such as intermediate accounting, principles of management, international marketing, finance, and pricing policies. Northern’s business faculty serve as board members and associate editors for academic journals. In the past five years alone, they’ve presented hundreds of papers to professional associations and published nearly 400 articles in global academic business journals and magazines. In addition, their research findings have received media attention. Most recently: *Don’t Worry About the Election, Just Watch the Fed* – a paper written by NIU Finance professors Gerald Jensen and Scott Beyer with CFA Institute Senior Vice President Robert Johnson – discusses the impact of political cycles and the stock market. The subject of an Associated Press article, the authors’ findings were covered both in Summer 2004 and again just prior to the 2004 Presidential Election in more than 110 papers around the world, as well as media outlets such as *Forbes, CNN, Newsweek, Dow Jones Radio, Bloomberg TV, CFO Magazine*, among countless others.

Before earning doctoral degrees, the majority of Northern’s business faculty worked in a professional setting. Many of them maintain ties to businesses by conducting seminars and consulting in their area of expertise.

Northern’s business faculty earned their doctoral degrees at the following academic institutions:

- Arizona State University
- Benedictine University
- Boston University
- DePaul University
- Florida State University
- Georgia State University
- Illinois Institute of Technology
- Indiana University
- Iowa State University
- Michigan State University
- Mississippi State University
- Northern Illinois University
- Northwestern University
- Ohio State University
- State University of New York, Binghamton
- Southern Illinois University
- Texas A&M University
- Temple University
- University of California at Los Angeles
- Texas Tech University
- University of Illinois
- University of Florida
- University of Iowa
- University of Illinois at Chicago
- University of Kentucky
- University of Kansas
- University of Missouri
- University of Minnesota
- University of Nebraska-Lincoln
- University of Nebraska
- University of North Dakota
- University of North Carolina at Chapel Hill
- University of South Carolina
- University of North Texas
- University of Texas at Arlington
- University of Tennessee-Knoxville
- Virginia Polytechnic Institute & State University
- University of Wisconsin-Madison
Northern’s College of Business makes every effort to increase the levels of idea-sharing among all its participants, both internal and external. College participants recognize that knowledge doesn’t exist in a vacuum. Nor does the application — and, consequently, the effect — of knowledge.

**Connectedness.** The college plugs into business realities and links up multiple perspectives through numerous advisory boards, two alumni clubs, and Business Outreach:

**ADVISORY BOARDS, CLUBS, AND BUSINESS OUTREACH**
- The college’s Board of Executive Advisors
- The Dean’s Student Advisory Council
- The college’s Strategic Planning Council
- Experiential Learning Center Board
- Accountancy Department Executive Advisory Council
- Finance Department Board of Advisors
- Interactive Marketing Board
- Marketing Department Professional Sales Board
- Operations & Information Systems Board of Executives
- NIU Executive Club, a College of Business alumni club
- Rockford Alumni Club
- Office of Business Outreach
At the same time, business professionals – from small and large firms including Restaurant.com, Motorola, Abbott Laboratories, Deloitte & Touche, American Pharmaceuticals – spark innovation in the college, whether by helping the school to map out its strategic direction or by bringing emerging business concerns into the curriculum. From a variety of industries and organizations, these professionals brainstorm with Northern’s business faculty, staff, and students during several advisory board meetings held throughout the year.

In 1995, the college began to extend its stakeholder involvement by formally connecting its Chicago area alumni through two membership-based clubs, the NIU Executive Club and the Rockford Alumni Club. Members of these clubs give back to the college in numerous ways. For example, in 2004, the NIU Executive Club raised $65,000 in one night during its annual student scholarship drive. Both alumni clubs capture the extensive breadth and depth of their members’ professional experience in Illinois’ vibrant business community.

The careers for approximately 65 percent of Northern’s business graduates find their beginnings in the Chicago area … the “kind of town” for business. Consider that, in 2004, Illinois ranked as the fourth favorite of all U.S. states for major corporations to base their headquarters, with 34 of the nation’s largest companies on the 2004 Fortune 500 headquartered here. And nearly 300 of the Fortune 500 operate major regional or national distribution centers in Illinois. Nationally, Illinois ranked third in employment, fifth in the number of women-owned firms, and fifth in retail sales. In the midst of one of the country’s most dynamic business communities, the college’s Office of Business Outreach provides firms in need of problem solving with direct access to the school’s intellectual capabilities. These include the skills and imagination produced by student teams as well as the research, consulting, and analytical prowess provided by college faculty.

At Northern’s business college, connectedness occurs within its numerous advisory boards, clubs, and Business Outreach as well as among them. Connectedness inside and outside of the college breaks down knowledge-learning silos, opens up possibilities, and – bottom line – bolsters students’ educational experiences. Connectedness at Barsema Hall draws the college’s many stakeholders in as cherished colleagues. It dramatically increases the possibility that worthwhile ideas and experiences will not only emerge but will, in fact, flourish.

Student Resources. From scholarships, career preparation courses, team-based experiential learning environments, to mentorships, students at Northern’s College of Business are afforded numerous opportunities to enhance both their educational experience and to launch their careers from the strongest possible stance.

Scholarships. Each year 100 scholarships that are specific to the functional business areas are awarded to qualifying College of Business students within their respective academic department. And, along with scholarships awarded at the university level, the College of Business awards the following college-level scholarships:

- The Barsema Scholarship
- The C N A/Azel Carter Scholarship
- The David and Linda Nelson Scholarship
- The Herbert Eldean Scholarship
- The Hovarth Family Fund Scholarship
- The James S. Kemper Foundation
- The NIU Executive Club Endowed Scholarship
- The Randall Beck Scholarship
- The David and Diane Graf Rockford Endowed Scholarship
- The Ruth Hart Scholarship

“I’ve had many opportunities to meet employers one-on-one, and my Marketing professors helped prepare me for an internship with Abbott Laboratories.”

Julie Conran, Marketing Major

Advising & Career Preparation. Full-time, trained academic counselors advise Northern’s business students on course selection and academic progression. They also advise students on internships, professional opportunities, and career planning. Offered in each of its academic departments, the college’s career courses equip Northern’s business students with interviewing strategies and skills to help them readily step into the professional playing field. Academic counselors with extensive business experience teach the career courses; they also routinely work with human resource recruiters to remain informed about firms’ hiring needs.
Mentorships & Internships. Located in the wing of one of the university’s residential halls, the college’s Business Careers Community – governed by undergraduates, faculty advisors, and the Dean – organizes executive speaker events and programs about careers and career development. A new addition to the Business Careers Community is the Job Shadowing Experience, which matches up undergraduate students with business executives who host the student during a typical work day for the executive. The Job Shadowing Experience – created through a collaboration between business students in the Sigma Iota Epsilon student organization, the college’s Business Career House, and its NIU Executive Club – provides opportunity for students to see executives as they walk the talk of what it means to be successful in business.

Northern Illinois University leads the state for Illinois schools that place students in cooperative education/internship environments. Upon graduating, more than 60 percent of all co-operative participants land full-time positions with their internship employers. Additionally, each business discipline taught within the college includes strong internship programs, which focus on creating and sustaining long-term relationships between students and firm representatives through such events as “Meet the Firm” and “Meet the Intern.”

Student Business Organizations. The college houses more than 20 active and well-regarded student business organizations, among them nationally recognized chapters of Pi Sigma Epsilon (ranked 18th nationally), Society for Human Resources Management (ranked in the top 10 student chapters out of 360 national chapters), Beta Alpha Psi, American Marketing Association, American Production and Inventory Control Society (ranked first in the 10th Annual Regional Case Competition), and the Financial Management Association.

Job Fairs. Northern’s College of Business is included on a growing number of firms’ "short list" of top schools from which to recruit graduates. Collectively, 400 human resource recruiters meet with Northern’s business graduates every year at the biggest university job fair in the country in addition to college-wide job fairs. Historically, top employers of Northern’s College of Business bachelor's degree recipients have been:

- Abbott Laboratories
- AT&T Corporation
- Caterpillar, Inc.
- CDW Computer Centers, Inc.
- KPMG
- Motorola, Inc.
- Allstate Corporation
- Baxter International, Inc.
- Deloitte & Touche
- Hewitt Associates
- McDonald's Corporation
- State Farm Insurance Companies
AACSB Accreditation: In 2004, the College of Business earned maintenance of its accreditation of its undergraduate, Accountancy, and Master degree program in business. As a result, Northern’s College of Business has achieved continuous AACSB accreditation since 1969, just eight years after the school’s founding.

Professional Sales Program: The first collegiate program ever accredited by the Professional Society for Sales and Marketing Training, this program was also named one of the 15 “Incubators for Greatness” by Selling Power Magazine.


Finance Department: Ranked by Financial Management as among the 100 most prolific in published research. This ranking places the school’s Finance Department research productivity in the company of that produced by faculty at Princeton, Arizona, and Kansas.

CPA Review: Ranked tops in pass rate in the nation for more than two decades. In 2004, 9th best passing rate overall; 5th best for the auditing section.

Experiential Learning Opportunities: Firm-specific business projects implemented by student teams through the college's Marketing Apprentice course, Entrepreneurship & Innovation course, and the Experiential Learning Center, among others.

Unique Undergraduate Curriculum: A graduate-school model in place since 1996, integrating the principles of finance, management, marketing, and operations into a cross-functional format.

“Crown Fountain” by Jaume Plensa and “Cloud Gate” by Anish Kapoor - both at Chicago’s Millennium Park.
Thought Leadership, Time, Talent

Daniel Arnold, BS ‘83
President, Road Ranger, Ranger Enterprises Inc.
Ronald Ballschmiede, BS ‘77
Deloitte & Touche
Dennis Barsema, BS ‘77
Christopher Begley, MBA ‘77
CEO, Hospira, Inc.
Bill Boston, BS ‘70, MBA ‘71
Chairman & CEO, KineticSystems Company, LLC
Tracey Brill, BS ‘92
Marketing Director, Abbott Laboratories
Michael Brown, BS ‘84
Vice President, Finance, Baxter Healthcare
Donna Comerford, BS ‘84
Staffing Director – Central, Deloitte Consulting
John Corley
Area Vice President, Standard Register
Dennis Dean, BS ‘73, MBA ‘74
Executive Vice President, Harris Bank
Dean DeBiase, BS ‘80
Chairman & CEO, Start-Up-Partners
Don Dempsey, BS ‘69
Kathleen Dvorak, BS ‘78
Senior Vice President and CFO, United Stationers
Jay Garodia
Vice President, CNA
Michael Giese, MS ‘78
Director of Auditing, Ernst & Young LLP
Michael Gravley
Vice President, Kohl’s
Nancy Hannafin, BS ‘77
Vice President, Ozinga Bros., Inc.
James Hansberry, BS ‘84, MBA ‘98
Senior Vice President, AMCORE Investment Group
Russell Hansen, BS ‘84
Principal, Cap Gemini Ernst & Young U.S.
James Hersma, BS ‘70
Senior Vice President, MedAssets
Paul Hills, BA ‘69
Executive Vice President, SAGE Products, Inc.
Steven Johnson
Controller, William Charles, Ltd.
Roger Kurinsky, MBA ‘78
Senior Vice President, Kimble Glass, Inc.
Gregory Lewis, BS ‘70, MBA ‘72
President, Motivation Excellence, Inc.
Gary Longman, BS ‘70

Keith Martin
Partner, Plante & Moran
John McCallion, BS ‘83
Senior Vice President/Morgan Stanley Dean Witter
Charles McDonough, BS ‘81
Director, Information Services, Kraft Foods
Carol Newman, BS ‘83, MBA ‘85
John Owings, BS ‘71, MBA ‘79
David Poitras, BS ‘85
Executive Vice President, Wayne Hummer Investments
Frank Porrevecchio, BS ‘69
Division Vice President, DANKA
Jim Rose, BS ‘83
CEO, Mosaic Sales Solutions Corporation
Scott Rosenfelder, BS ‘85
Deloitte & Touche
Moustafa Shaarawi
Chairman, Egyptian Petrochemicals Holding Co.
Margi Schiemann, MA ‘87
Regional Community Relations Director, NICOR
David Schlesselman
ACXIOM
Thomas Sexton
Business Manager, Caterpillar, Inc.
Christie Smit, BS ‘83
First Vice President, Bank One
Jane Snorek, MBA ‘86
Vice President, U.S. Bancorp Piper Jaffray Asset Mgmt.
Audrey Southard, BS ‘85
Senior Vice President, Follett Higher Education Group
Dean Stieber, BS ‘79
Partner, KPMG LLP
Jean Stone, MBA ‘93
Senior Vice President and COO, Dukane Corporation
Maria Sullivan
Vice President of Training & Sales, CDW Computer
Janet Viane, BS ‘80, MBA ‘83
Senior Vice President, Experian
Peter Viohl, BS ‘77
Vice President Global Planning, Motorola
Jeffrey Wallem, BS ‘79
CFP, MBA-Investment Advisor, Wallem Associates
Thomas Wilson, BS ‘74, MBA ‘77
Joseph Wisniewski, BS ‘82
Partner, Deloitte & Touche LLP
Karleen Zuzich
Assistant Vice President, Allstate Insurance Company
Outstanding Students – Fall 2003: 3,895 undergraduates; 808 graduates
Committed Partners: 316 donors in year 2004
Exceptional Faculty: 63 full-time academically qualified faculty, and 21 professionally qualified instructors
Professional Staff: 60, including academic advisors, administrative support staff, part-time instructors
Accomplished Alumni: 38,000 alumni located around the world

Academic Departments
Bachelor of Science in Business Administration .............................................. 815.753.1286
Department of Accountancy ............................................................... 815.753.1638
Department of Finance ................................................................. 815.753.1114
Department of Management ........................................................... 815.753.1124
Department of Marketing ............................................................... 815.753.1714
Department of Operations Management & Information Systems ............... 815.753.1286

Administrative Offices
Office of the Dean ........................................................................ 815.753.1755
Undergraduate Programs ...................................................................... 815.753.1325
MBA Program .................................................................................. 815.753.0257
College of Business Marketing ......................................................... 815.753.8522
Alumni Relations ............................................................................ 815.753.1433
Business Outreach ............................................................................ 815.753.5400

Ask yourself what makes you come alive, and go do that, because what the world needs is people who have come alive. ~ Howard Thurman

Northern Illinois University
Founded in 1895

Full member, Universities Research Association, an elite group of top public and private research universities that include Harvard, MIT, Princeton, and Yale.

Doctoral/Research Universities, Extensive. (Among only four percent of all US colleges and universities listed in The Carnegie Foundation’s most productive category.)

Member of the nation’s most prestigious public higher education association, the National Association of State Universities and Land Grant Colleges.

Home of a new scientific center dedicated to research with Fermi National Accelerator Laboratory, one of the world’s premier high-energy physics research laboratories.


Main Campus: DeKalb. Regional Sites: Hoffman Estates, Naperville, Rockford, and Oregon.

School Colors: Red and Black. School Mascot: Huskie. NIU Athletics: NCAA Division IA Mid-American Conference.

Renowned Alumni Include: J. Dennis Hastert (M.S. Ed Leadership and Educational Policy Studies, 1967), Speaker of the United States House of Representatives; Joan Allen (B.A. Theatre Arts, 1989), three-time Academy Award nominee; Paul Sereno (’79), world-renowned dinosaur paleontologist; Dan Castellaneta (’79), two-time Emmy winner and the voice of Homer Simpson on FOX TV’s The Simpsons.

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94% of College of Business faculty incorporate one or more of the following into their classes, and 76% incorporate two or more of the following into their classes:

- Business/professional guest speakers
- Projects with real-world business connections
- Case studies with real-world business connections
- Company tours or class trips to firms

More than 60% of College of Business faculty have had seven or more years of professional experience in industry before coming to NIU.

More than 60% of College of Business faculty participate in consulting activities in private industry.

College-wide, every academic department provides:

- Business-sponsored scholarships
- Business-sponsored internships
- Discipline-specific professional organizations
- Discipline-specific Meet the Firm events

4 out of 5 College of Business academic departments provide discipline-specific job fairs for their students.

4 out of 5 College of Business academic departments collaborate with business advisory boards that are made up of business professionals who share their insights and experiences.
College of Business at Barsema Hall

Where the Classroom Meets the Business World