

COB News and Views

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2012 CAMPAIGN

\$20,012 for 2012



It's the purr-fect time to be a TSU Tiger!!



With Tennessee State University preparing to celebrate 100 years of educating through excellence, resilience, and unity, the College of Business will be doing its part to promote the mission and the initiatives of the 100 year celebration. Since the College of Business strongly supports academic success through scholarships and student enrichment activities, we have developed a fundraising campaign that parallels the University's overall goal to raise 1.5 million dollars in recognition of our centennial celebration.

"I enjoy giving back," says COB alum, Andre Hill. "It feels great to know that I have helped at least one student."

The College of Business' campaign is "\$20,012 for 2012". We can do it!

If you have already received the appeal letter for annual giving from the Office of Alumni Relations, please earmark your gift to the College of Business-Alumni & Friends account. Your tax-deductible financial gift will go to our College of Business Wall of Excellence Scholarship and Development Fund.

Whether you give a gift of \$20.12 or \$200.12, it counts!

Additionally, each year that you give a substantial gift to the College's scholarship fund, your name will be displayed on our College of Business Scholarship Donor Wall (The Wall of Excellence) which is located in the Atrium of the Avon Williams Campus. If you would like more information about College of Business scholarships and professional enrichment programs, please feel free to contact us. Make a gift. Make an impact. Make a difference.

Email Tina Reed at cobinfo@tnstate.edu or call 615-963-7369 for more information.

The “Dark Green” Side to IT

by Santosh Venkatraman, Ph.D.

Environmental sustainability has become a mantra all over the world, and for good reason. It is clearly beneficial to all life. Changing from the current economic model to an environmentally sustainable “carbon-constrained” model will require initial capital investment, good policies and regulations, incentives, and major behavioral changes of humans. Information technology (IT) has its fair share of blame when it comes to environmental damage. Due to the explosive growth in global demand for IT, it (IT) is increasingly consuming large amounts of energy and natural resources, and creating a huge disposal problem due to the toxic chemicals contained in its hardware. IT, if used judiciously, can be less damaging to the environment.

We are rapidly realizing that while modern information technology offers tremendous benefits, it has also created an ecosystem that has a very “dark green” side to it (information technology). The disadvantages range from obesity problems due to sedentary lifestyles, impersonal human interactions, eye and back problems, lack of privacy, computer crimes, imperiled intellectual property rights, and now environmental degradation. If we do not address these problems now, we might be in a situation where the cost of the collateral damages could perhaps exceed the benefits of information systems.

The information technology ecosystem (ITE) is made up of several entities, which includes hardware, networking equipment, computer-embedded machines, and software. Disposing these IT entities create environmental problems because users want to constantly update their equipment

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The College Awards Over \$85,000 Business Scholar Featured in Volkswagen Video

Thanks to the monetary contributions from our corporate partners, alumni, and friends, the TSU College of Business awarded over \$85,000 in scholarships to our deserving business students. The students were recognized at the College’s annual Presidential Awards Program which is usually held in the spring of each academic school year. Congratulations scholars! Thank you donors!

Chika Chimezie, 2010-2011, Volkswagen scholar, will appear in many corporate boardrooms as a result of being a featured scholar in Volkswagen of America’s promotional video for Tennessee. Volkswagen made the video in order to highlight the company’s Tennessee partnerships. TSU became one of



Chika Chimezie (right) being interviewed.

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Shields in Blue

Our New President Covers the Basics

by Tina Reed, COB Director of Public Service



Dr. Portia H. Shields, TSU President (standing), visits the College of Business.

TSU President, Dr. Portia H. Shields, is making her rounds...around the campus that is. During the first half of the year, Dr. Shields visited each area and department at TSU to discuss concerns and to receive valuable input on how to make positive and lasting changes here at the University. When the president visited the College of Business, she brought her humor, style, knowledge, and most importantly, her change initiatives for recruiting and retention at TSU. She spoke about student recruitment and retention, campus-wide customer service, and new TSU summer programs. “Our summer academic boot camp will be rigorous, but fun,” said Dr. Shields. “We are looking for good students, at-risk students, and accelerated

students. We want these students, and they will be treated well.”

Dr. Shields also commended the College of Business on its recruiting efforts, and she stated that her door is always open for those wanting to make suggestions on how to recruit and retain good, quality students.

“Dark Green”

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with newer, fancier ones, even though the older equipment is often still working. When IT devices are no longer meeting the consumer’s needs, they should be disposed of in an environmentally sustainable manner. Many devices can be “recycled” in centers such as Best Buy, while many manufacturers such as Dell take back used computers and peripherals to recycle and dispose of responsibly.

If the product is still functioning, it is better to “donate” it for reuse. In many instances, the functioning IT equipment is donated by advanced countries, and can still be used in other developing countries to bridge the digital divide.

Reducing and reusing IT is much friendlier to the environment than recycling it. An interesting study concludes that it is very important to extend the lifespan of IT equipment, as the environmental payback of recycling is rather minimal when it comes to IT equipment.

This entire article has been published in the *International Journal of Business Insights and Transformation (IJBIT/ Volume 3 / Sp Issue 3 / January 2011)*. Dr. Santosh Venkatraman is a Business Information Systems professor in the TSU College of Business.

“Video”

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Volkswagen’s partner through the company’s “Partners in Education” program. In the video, Chika spoke about how the scholarship helped her with achieving her academic goal. “The scholarship came at a good time,” said Chika. “When I got the award, I needed the money to help me remain in school. Thank you (Volkswagen) for believing in TSU students.”

Market Yourself Week

Internships, Soft Skills, and Financial Control

We've all heard of brand messaging and brand marketing. The College's "Market Yourself Week" is all about providing opportunities for students to learn how to brand themselves so that they can stand out among their peers. This year, there were a variety of events offered that geared toward helping our students become more employable and more marketable. The week began with Resume Round-up. Students received assistance with writing an attention-getting resume. We also had a professional dining etiquette seminar with a four-course meal. Dr. Jim Ellzy, head of the Business Information Systems Department, facilitated the presentation. He expressed the importance of knowing how to conduct yourself during formal dining as well as during semi-formal dining. Before the meal was served, Dr. Ellzy gave a brief lesson on distinguishing which fork to use, which glass to use, and what *not* to do at the dinner table. "Soft skills are very important," said Dr. Jim Ellzy. "Knowing professional protocol at the dinner table is one of those soft skills that your potential employer and present employer will notice. In some cases, soft skills are just as important as leadership skills."

In addition to resume round-up and professional dining etiquette, Ashley Harrison, Assistant Vice President at Wells Fargo, gave a presentation on budgeting and saving. We ended Market Yourself Week with our flagship event- Mock Interviews. Our students were interviewed by topnotch companies such as AutoZone, Boeing, Dell, Defense Finance and Accounting Service (DFAS), Frito-Lay, Harris Corporation, SimplexGrinnell, and Wells Fargo. As a result, our students received constructive feedback on their interview skills while two of our students landed internships with AutoZone and Dell.



Economics & Finance student, Bryant Melgar practices his dining skills.



Dr. Ellzy (center) explains the different types of glassware and stemware.



I was excited about participating in the mock interviews so that I could sharpen my interview skills. Ms. Reed (mock interviews coordinator) scheduled me to interview with AutoZone. I participated in the interview and received a good review. About two weeks later, the interviewer from AutoZone called, and she offered me an internship position. I accepted the internship with AutoZone at the Distribution Center.- Eno Eyo, Senior, Supply Chain Management



I took part in the Mock interview on March 17. I prepared my resume, and I dressed professionally on the day of the interviews. I saw that someone did not show up for his interview with Dell so I asked Ms. Reed if I could take his spot. I really wanted to interview with this company. I got the chance to talk to Mr. Walls from Dell. Two weeks later, I accepted an internship with Dell. Thanks to the mock interview, I got a precious opportunity.- Wentig Xie, MBA student