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The School of Business,
Public Administration and
Information Sciences would
like to thank
everyone who contributed
to the Fall 2007 graduate
newsletter publication.

MESSAGE FROM THE ASSISTANT DEAN FROM THE DESK OF LINETTE WILLIAMS



Linette Williams, Asst. Dean

I am excited to introduce you to the first edition of the School of Business, Public Administration and Information Sciences graduate newsletter. I hope you enjoy reading the articles about our students and faculty accomplishments. In addition, I encourage you to take advantage of the re-

sources and information contained in *Executive Connections*.

Getting to know the administration of the School that serves you is not usually high on the list of priorities for many graduate students. Although this is understandable considering that you lead such demanding lives, we would like to increase the level of communication that exists between you and your school. It is our hope that *Executive Connections* will assist us in creating a bridge of information flow that will aid our graduate students in staying connected to their institution in the midst of busy schedules. As the Assistant Dean of the School of

Business, Public Administration and Information Sciences, it is important to me, as well as the Departmental Chairs and Program Directors, that you understand that you can voice your opinions, suggestions and concerns and that you are welcome to be more involved in School of Business activities.

We want you to begin a network with your fellow graduate students, to be aware of upcoming events and to know the credentials and scholarly involvement of your faculty. This is the message we hope to portray in *Executive Connections*. We wish you much success as you pursue your academic career.

FACULTY SPOTLIGHT DR. BEVERLY P. LYONS, MPA DIRECTOR

Beverly P. Lyons, PhD, RD, CDN, LMSW. Dr. Beverly P. Lyons is professor, MPA Program Director and Director of the Gerontology Certificate program, in the School of Business, Public Administration & Information Sciences. She brings to the Master in Public Administration Program, a wealth of clinical and administrative experiences from a variety of

health, long-term care, and corporate settings. Her extensive teaching background includes a number of university graduate, undergraduate and continuing education programs.

Dr. Lyons has received widespread recognition for her research and teaching. She was the recipient of a

National Institute on Aging Research Fellowship at the

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MBA STUDENTS: Q & A

New “MBAers” put Capstone Students to the Test

Conducted by: Kelin Bradley, Graduate Assistant

First semester MBA students were asked to submit questions to **senior MBA students** who are currently in their last semester and experienced in LIU life. The results were as follows:

Q: What would you say is the most difficult course in the program? What do you feel is the best way to prepare for it?

A: Any of Stucke’s classes... You need to do all of your research before the class begins. Although his courses are difficult, the knowledge you leave with is priceless.

Q: Is the MBA program more book, lecture, or online driven?

A: In general, the courses have been mostly book and

lecture driven. The books give you the theory and through lecture the professors help with the application of theory, even bringing in their own personal work experiences. There has been an increase in the use of web ct as far as online activity. This aids in continuing discussion of current case studies. All methods have proven to be invaluable.

Q: As a student, are you able to find many career building opportunities throughout the MBA curriculum?

A: Absolutely! You’ll find that you are able to incorporate what you’ve learned directly into your work environment.

If you are in the interviewing phase your confidence will be built by the increase in relevant terminology. In other words, you’ll go in knowing how to “speak the language”, which is one of the things employers are looking for.

Q: What do you feel is the most cost effective way to go about acquiring the necessary books and course materials used throughout the MBA program?

A: Trying to purchase used books within the campus bookstore is one cost effective way to acquire necessary materials. Networking with continuing students could help a lot as well.

STUDENT SPOTLIGHT

CHARLES WALBERG, MBA (FINANCE, 2008)

Charles Walberg, a project engineer and engineering design consultant for PDI Healthcare division, is a graduate student pursuing his MBA in Finance at the LIU, Brooklyn campus. He brings with him over 12 years of extensive experience in Technical Services and Operations. His background includes technology transfer, new product launches, project and facility management, quality procedures and new product development.

Charles left his home in the Midwest searching for a challenge. New York and New Jersey are home to many global chemical, pharmaceutical and biotechnology companies. He knew that in New York he would be right in the middle of the action. When asked, “What is an engineer doing in a Business School?” Charles says that his colleagues at first could not

understand how an MBA in Finance could be compatible with a profession that focuses on chemical manufacturing processes. He says, “The two disciplines are actually related in that both engineering design and business strategy are required to make projects viable.”

With no economics and finance in his background, Charles worried that he would have problems completing his MBA. Determined to overcome every challenge, Charles says that his MBA program has taught him to look at the big picture and use data to come up with effective management strategies, and cost benefit analysis. The networks he has developed at LIU and leadership conferences—even contacts he has received from the Dean—have been critical to shaping his curriculum and helping him to progress to management positions.

Charles gives back to LIU by speaking of his experiences at new graduate student orientations. He is a member of the Global Association of Risk Professionals (GARP), the International Society of Pharmaceutical Engineers and the Parental Drug Association. In his down time, Charles enjoys weight training, reading and traveling. He also listens to Latin Jazz and attends dance socials in Manhattan. Becoming a leader in the medical device and biopharmaceutical industries is the goal Charles is determined to attain.



Faculty Spotlight, Cont'd

Institute for Social Research at the University of Michigan, and was recognized by LIU as a **rising teaching star**. She holds a PhD in Policy and Program Planning in Gerontological Social Work from Fordham University, NY; a Master's degree with a joint major in Medical and Community Health Nutrition from New York University, and a B.A. in Nutrition from Queens College, CUNY. Dr. Lyons also holds certification from the American Dietetic Association as a Registered Dietitian (R.D.) and from New York State as a Certified Dietician/Nutritionist (C.D.N.), and licensed Master Social Worker (LMSW).

Dr. Lyons is dedicated to the academic and professional development of her students. As a demonstration of this dedication, she was a co-recipient of an award given by the Teaching and Learning Initiative, for her continued development of the MPA Writing Workshop. Dr. Lyons has been described by Gisele Shorter, a current

MPA student, as "*receptive and absolutely supportive of student effort. She keeps an open door policy.*"

In addition to her professional experience, Dr. Lyons is active in the community and serves as advisory board member to: The University of the State of New York, Educational Department Credentialing Board for Nutritionists and Dietitians, the Geriatric Education Certificate (G.E.C.) Program at the State University at Stony Brook; the Nutrition and Health Sciences Department at the LIU-CW Post Campus. She is also a former member of the board of Directors of the Caribbean Women's Health Association. Among her recent activities, she facilitated the inauguration and charter of the **Toastmasters International Public Speaking and Leadership Club** at the Brooklyn Campus of LIU.

Dr. Beverly Lyons is an important asset to the Long Island University Community.

Interested in Getting Involved? Join A Club!

Society for Human Resource Management (SHRM)

Contact: bevelyn.howard@brooklyn.liu.edu

Management Club

Contact: jisan.zhu@liu.edu

Marketing Club

Contact: kuan.chiang@liu.edu

Accounting Society

Contact: myrna.fischman@liu.edu

NABA (National Association of Black Accountants)

Contact: linette.williams@liu.edu

Please send story ideas and comments to:

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CAREER CORNER

REVAMPING YOUR ONLINE JOB SEARCH STRATEGIES

ROBIN GOLDSTEIN, GRADUATE CAREER COUNSELOR
OFFICE OF CAREER SERVICES, LONG ISLAND UNIVERSITY

Most students rely on two online job search strategies—using search giants such as Monster, and applying via individual employer websites. While both are good strategies, there are several ways to increase your online search effectiveness.

Consider the following strategies in your online hunt:

1. **Search Association Sites**—Many associations, such as the American Marketing Association, have job postings.
2. **Join Networking Sites**—Sites like LinkedIn provide an opportunity to build relationships that could lead to future opportunities.
3. **Create an Internet Presence**—Create a blog related to your field of interest, post an HTML resume, and get your name out there. Start by checking if you have a presence at ZoomInfo.
4. Check out the Office of Career Services site online at <http://www.brooklyn.liu.edu/bbut07/car/index.html>.

IMPORTANT EVENTS

MONDAY-FRIDAY, NOV. 12TH-16TH
EARLY REGISTRATION FOR SPRING 2008
BEGINS

TUESDAY, NOV. 20TH
CS SEMINAR, "A METHOD AND TOOL FOR
SOFTWARE ENGINEERING-FOCUSED
CUSTOMER REQUIREMENTS ANALYSIS IN
GLOBAL, DIGITAL ENTERPRISE
ENVIRONMENTS", SPEAKER: PAUL G.
RANKY 6:15PM, LOCATION: TBA

MONDAY, NOV. 26TH
CS/MBA SEMINAR, "ENTERPRISE SYSTEM
INTEGRATION: STATUS AND CHALLENGES"
SPEAKER: PROF. TAO, PACE UNIVERSITY
6:15PM, LOCATION: TBA

WEDNESDAY, NOV. 28TH
GRAD. WORKSHOP: ACE THE INTERVIEW,
4:30-6:00PM (CAREER SERVICES)



Toastmasters Club

*Find the right words, and your
audience will find you!*

*Meetings are held every
1st Tuesday and 3rd Wednesday*

TIME: 6:30pm—8:00pm

LOCATION: LLC 515

*For additional information and to RSVP, please contact
Joan Pierre, (718) 488-1121 or email: joan.pierre@liu.edu*

Leaders are good communicators.

ATTENTION BUSY GRADUATE STUDENTS: DON'T FORGET YOUR RESOURCES!

As a center of intellectual life for the LIU Brooklyn Campus, the **Library** offers students and faculty a welcoming environment for scholarship, utilizing advances in information technology, skilled staff, collections, and services appropriate to the University's programs. The library also has **computer labs** available for student use.

Location: 3rd, 4th and 5th Floors of the Library Learning Center Building

Hours: Check www.brooklyn.liu.edu/library

The **Office of Career Services** grants students the opportunity to access their skills, values, and interests to come up with the most comprehensive definition of the job market that may best fit them as individuals. They also assist in the job/internship search, writing and fine tuning the resume as well as training for interviews.

Location: Pratt Building, 5th Floor. Please visit: www.brooklyn.liu.edu/bbut07/car/index.html for further information.

The **Writing Center's** mission is to support the improvement of student writing. The Center tutors individuals and small groups and works to advance writing and technology literacy for the LIU Community.

Location: 2nd Fl., H-Building, Rm.218. Please visit: www.brooklyn.liu.edu/bbut07/writingc/wc_home.html

A new addition this year has been the much celebrated arrival of the LIU **Quizno's** and **Cyber Café**. This is an area where students are welcome to use wireless internet and receive tech help from the genius lab located on the Pratt Building side of the venue.

Last but not least, we have one of the most valuable assets to students' well being, the **Wellness, Recreation and Athletic Center**. This is an on campus gym that offers different work out courses consisting of everything from yoga to beginners swimming, to all LIU students. This facility also offers televisions on every bike and treadmill machine, along with personal assistance from an educated and well-trained staff. Please visit: www.brooklyn.liu.edu/wrac/index.html

AfterCollege Job Resource Center

The School of Business has partnered with AfterCollege, Job Resource Center to provide exciting new career opportunities specifically for students of the School of Business, Public Administration and Information Sciences. Visit the School of Business website at: www.brooklyn.liu.edu/sbpais/index.html to view new job and internship opportunities posted daily. All information is kept private and confidential.