Celebrating 40 Years in Business!

Fall 2010 marks the 40th anniversary of the first entering class of business students at the University of California, Riverside. In September 1970 students enrolled in the first class in what eventually became, through the generosity of the Anderson family, The A. Gary Anderson Graduate School of Management (AGSM). Since 1970, graduate programs at the UCR School of Business Administration have grown and now include an MBA, an Executive MBA and a Ph.D program that will launch in 2011.

In the forty years since this inaugural management class, business has become the most popular program of study on the UCR campus. Business students now comprise 17% of the undergraduate student body. The School of Business Administration’s highly regarded undergraduate program is actually the largest business program of all the UC campuses. And it was just ranked in the top 5% of all undergraduate business programs in the nation by US. News and World Report!

We have much to be proud of as we celebrate forty years in business here at the UCR School of Business Administration, including being listed as a Princeton Review “Best Business School”. In addition to improved program stature and growth, our SoBA faculty research productivity continues to be a source of great pride. And our Alumni Network is 12,000 strong and organizing itself as an important resource for current students as well as alumni. I invite you to participate in celebrating our accomplishments by joining us at homecoming February 26th, or just getting together with UCR business alumni in your own community, or perhaps at one of the many events taking place around the country. Get involved and get connected by going to sobaalumni.ucr.edu/. You can be proud to be part of the UCR School of Business Administration. Please join us as we celebrate 40 Years in business!

Sincerely,

David W. Stewart, Dean
UCR School of Business Administration

As a graduate of the UCR business school, you are automatically a part of the School of Business Administration Alumni Network. Get active in the network on LinkedIn and Facebook and connect with other alumni, network with potential employers/employees, and keep up to date on the latest SoBA news.
SoBA Makes the Cut in 2010 U.S. News and World Report Rankings

U.S. News and World Report ranks SoBA undergraduate program in top 5 percentile and features Roger Conway's unique MBA program leadership course.

According to a spring 2010 survey of business school deans and faculty at AACSB-accredited colleges conducted by U.S. News and World Report for its annual Best Colleges rankings, the UCR School of Business Administration (SoBA) placed in the top 5% of all undergraduate business programs.

Based on a 5.0 rating scale, with 5.0 being the highest, only 363 of the more than 1,400 universities included in the survey received a 2.0 score or above. Only these top 363 were included in the Best Undergraduate Business Programs rankings. SoBA's undergraduate business program received a 3.0 and tied for 67th place overall. The UCR business school bested such programs as George Mason University, the University of Houston, and the University of North Carolina Charlotte, among others. On the local level, SoBA placed ahead of California State University Fullerton, California State Polytechnic University Pomona, California State University Long Beach, Chapman University, and California State University San Bernardino.

David W. Stewart, dean of the School of Business Administration, credits the recognition as a result of all the hard work put in by the business school, as well as recent structural changes. "The reorganization of our undergraduate program in business and its new identity as part of a business school is beginning to pay dividends," he said.

In addition, U.S. News and World Report named Assistant Adjunct Professor Roger Conway's "Leadership, Communications, Ethics, and Teamwork" course a unique class for MBA students who wish to enhance their management style. SoBA was one of the three business schools mentioned in the article, alongside the University of Virginia Darden School of Business and the Duke University Fuqua School of Business.

UC Riverside as a whole ranked 44th in the "Great Schools, Great Price" rankings. UCR placed 41st among public universities, and 4th in terms of diversity.

"We want to do better and we can do better. We are making progress," Stewart said. □
Local Professionals Open Eyes to Global Economy As Part of the UCR School of Business Administration Executive MBA Program

Emerging Southern California business leaders learn about the changing face of global business as part of the UCR EMBA cohort's international residential trip.

Gone are the days when low-cost manufacturing defined the Chinese marketplace. In the changing landscape of China, cheap labor is out and innovation and the development of stronger consumer economies are in. And local business professionals from Southern California are taking note.

Discoveries like these are what the University of California, Riverside's Executive MBA Program sought to encourage in its charter class during a recent week-long residential retreat in Shanghai. The intent of the trip, which serves as a capstone to the first year of the program, is to allow students to learn firsthand about current global economic culture.

"The Anderson School is located at the hub of the global economy with almost half of the U.S. trade with the world flowing through the region," said David W. Stewart, dean of the UCR School of Business Administration. "It is very important that our students understand the importance of such trade, and there is no substitute for seeing trading partners up close."

From June 18 to 27, the ten Southern California business professionals that make up the UCR EMBA Program cohort visited with executives at top companies in Shanghai, such as Asia Pacific Properties, Coca Cola, GM, Google, Kirkland & Ellis, Lehman Brown, and YUM! Brands. The experience exposed the students to a competitive Chinese marketplace that challenged their preconceptions of China from both a business and cultural perspective.

"It's been a tremendously enlightening experience," said Brian Rojas of Palm Desert, a project manager at CastleRock Builders who is part of the EMBA class. "I was amazed at how modernized China has become. Especially in Shanghai where a profound Western influence can be seen from the architecture of the skyscrapers and shopping malls to the clothing."

This is the kind of eye-opening moment that Jack Gregg, director of executive programs for the UCR School of Business Administration, had expected from the students. "Traveling to another country is a process of challenging your long-standing assumptions about how the world—and how business—works," he said. "Every day there was one more example of how things are both similar and different in China. From legal issues to business ethics to cultural tradition there was a perceptible gap that needed careful navigation."

Closer examination led Rojas to a renewed understanding of the way business functions. "Business is not the same in every country," he said. "The most interesting discussions we had was how companies handle cultural differences when it comes to developing business partnerships with China."

EMBA student Jesus Gaytan of Whittier, who is a director of interface portfolio management at Yahoo!, also came to the same conclusion. During a slideshow presentation at the Coca Cola corporate offices, he realized the importance of how China defined boundaries. "Coke doesn't consider China a country but many independent regions. At that moment something began to dawn on me," he said. "In terms of economics, the notion that we need to be flexible with definitions became evident. Our economic analysis for China probably needs to be categorized in a way that resembles Coke's view of China as many regions."

By sending the cohort's emerging business leaders home with a new and enlightened understanding of the global economy, the UCR EMBA Program seeks to indirectly benefit regional economic development. "I must say that I think the EMBA program has been of great value," Gaytan said. "Combining lectures, readings, meetings with speakers, and being in China was very instrumental in really allowing me to absorb and synthesize the material. Being immersed in the place of discussion ensured that the context and object of discovery was constantly in our consciousness."
SoBA, Riverside County, Japan Partner to Conduct Investment Study

SoBA MBA interns to aid in study of regional investment impacts in historic signing with Japan and County of Riverside

The UCR School of Business Administration (SoBA) participated in a historic signing with the nation of Japan to perform the first study of foreign direct investment impacts in the County of Riverside. Through the study, the county seeks to boost regional economic development and investment, as well as create more jobs.

The study will involve five SoBA MBA program interns, to be led by Dean David W. Stewart as their faculty advisor. The students (from left: Cong “Steve” Zhou, Keerthi Madhav Rasineni, Yasar Numan Aksanyar, Rajan Garg, and Jamie Morgan Lacy), who were recruited by MBA Career Services Director Monica Martin, were recognized at the signing ceremony. They will be working this summer with the Riverside County Economic Development Agency’s Office of Foreign Trade. Also joining SoBA at the signing as sponsors were the Riverside Chamber of Commerce, The Press-Enterprise, and the Coachella Valley Economic Partnership.

Stewart cites this partnership as an example of how having a business school at a world-class research university may benefit a region’s economy.

ATTENTION: EMPLOYERS!

Tap into a talented pool of tomorrow's business leaders by posting job/internship opportunities for UCR School of Business Administration students.

- Post opportunities for current undergraduate students by contacting the UCR Career Center
- Post opportunities for current MBA students by contacting MBA Career Services Director Monica Martin
Andrew Carruthers: Melding Computer Skills With Business Savvy

Before attending college, Andrew Carruthers used to build computers and websites. So it made sense that he would declare computer engineering as a major once he started his studies at UC Riverside. But a burgeoning interest in the business side of the industry caused him to rethink his career path, which consequently led him to the School of Business Administration (SoBA). With a focus on information systems, he learned about e-commerce, online marketing, and database design and implementation. And since graduating in June 2010 with a Bachelor's in business administration, he has taken on a position as a programmer analyst at San Diego-based defense contractor, General Atomics (GA).

“My new role at General Atomics utilizes the information systems side of my degree,” Carruthers said. He cites his work as a student graphic designer for the UCR Office of Strategic Communications as well as an “Introduction to Databases for Management” course he had taken as preparation for his career. “The class taught me SQL, which is one of the main requirements of the position,” he said. In addition, he recognizes his learning experiences at SoBA for helping him prepare for his post-college career. “At first I was nervous about working with General Atomics, especially as I’m definitely the youngest salaried employee there. But if there are things I don’t understand I have no problem approaching my more senior coworkers. SoBA helped me with the social side of work, being a team player, respecting others, conducting meetings and other presentations, and maintaining a professionalism that would earn the respect of my peers. I’ve found that my information systems classes prepared me for my assigned projects, and I’m looking forward to the future with GA.”

He specifically commends the advising staff at SoBA for helping him navigate through his undergraduate years. “I’ve seen a few different departments during my time at UCR, and SoBA has been the most helpful,” he said. “The advisors were nearly instant with e-mail responses, and it wasn’t difficult to schedule one-on-one time with them. I credit much of my success as an undergrad to those who advised me.”

He also credits the lecturers and professors who had instilled in him the necessary knowledge to succeed. “All of the faculty at SoBA were helpful and friendly, always open for office hours, and willing to give of their time to help students understand the material,” he said. He cites Thomas Sy’s Industrial and Organizational Psychology class in particular as being influential for breaking down for him the workplace environment and teaching him how to be an effective leader. He also praises Sean Jasso for his challenging but engaging courses. “His projects and essays force students to learn,” he said. “I took two classes with him, and in Business Ethics we constructed personalized ‘Ethics Handbooks’, which contained our own code of business ethics.”

Carruthers views networking as paramount to success. “As a student, I got involved with a community service fraternity, Beta Phi Delta, and based on my business/IS background I was able to hold treasurer and Webmaster positions,” he said. “My grades significantly improved after joining this organization. Networking is definitely important.” Now as an alumnus, he has joined the SoBA Alumni Network via Facebook and LinkedIn, through which he hopes to maintain a connection with the business school. “For me, all the connections I’ve made have been either with business students, teaching assistants, professors, or individuals in my fraternity.”

Though just a recent graduate, he values the importance of not just keeping ties but also being involved with his alma mater. “I do see myself being involved with the future of UCR,” he said. “Presently all I can give is time, but in the future I hope to give back more than just time.”
From A Marketing Internship to a Unilever Marketing Position: Ece Kaptanoglu Shows How Hard Work Truly Pays Off

When Ece Kaptanoglu, an international MBA student from Turkey who graduated in 2010, started her first college internship, something just did not feel right. An internship position in international trade, which was also her major, made her realize her passion lay elsewhere.

Then came a marketing internship, which she found not only to be a stimulating experience, but also one she felt offered great potential for personal creativity. She grew to find marketing highly interesting which consequently led her to taking several marketing courses at The A. Gary Anderson Graduate School of Management (AGSM). One class in particular, Donna Hoffman’s “Marketing Strategy” course, which allowed students to take responsibility for the management of a brand via computer simulations, cemented her interest in pursuing a brand manager position. "I truly enjoyed the simulation and more specifically analyzing the competition and making all the decisions related to the marketing of the brand," she said. "I realized I wanted to do something similar in real life."

Now, fresh off graduation with a UCR MBA, Kaptanoglu holds a marketing research position at Unilever, one of the largest multinational marketing companies.

Kaptanoglu is grateful for the foundational tools AGSM had provided her on the way to her current success. "AGSM provided me with a great understanding of all aspects of business through challenging and riveting coursework," she said. "I knew as an AGSM graduate I could succeed in any business field I chose to work in. Yet what helped me the most was the broad selection of electives that were offered, which allowed me to test out different fields and finally find the one that most excites me."

One particular memory stands out for her: The experience of taking a "Business Simulations" course taught by Long Gao, which she credits as one of the hardest yet most beneficial courses she had ever taken at UCR. "At the beginning of the quarter, there were over thirty students in the class, but by the end of the add/drop period there were only eight of us left," she said. Facing challenging assignments requiring great diligence, she regularly attended study group sessions at the Anderson Hall South Building MBA lounge until midnight several nights a week. "The coursework was highly difficult and time consuming, but the close attention Dr. Gao paid to each of us made it the best learning experience imaginable for those of us who stayed in the class," she said. "It was a great intellectual challenge, and overcoming that challenge was a great confidence boost for all of us."

On an extracurricular level, serving as the Vice President of Internal Affairs for the AGSM MBA Student Association cultivated other fond memories of her time in the MBA program. She particularly enjoyed the bowling nights the Student Association members would hold on a weekly basis. "What started out as a socializing event promoted by the student body became a weekly tradition. All the fun and the friendly competition provided a great bonding experience for those who attended regularly. In fact, Kaptanoglu advocates for new students to reap the benefits of being involved in the student body. "Serving as a board member during my second year not only was a great learning experience but also was a great way to give back to AGSM," she said. She is also an advocate for diversity in terms of the MBA program outside of the classroom. "I would recommend incoming students to not only hang out with students from their home countries but to also mingle with other students," she said. "As an international student, all of my friends in the program were from other nationalities (American, Nigerian, Bulgarian, Chinese, etc.) which not only helped me to significantly improve my English skills but also allowed me to learn from the experiences of a diverse group of students."

Overall, Kaptanoglu finds the MBA program experience at the UCR School of Business Administration to be an enriching one. "The renowned faculty at AGSM and the rigorous coursework helped me establish a solid foundation on which to build my professional career," she said. "The professors were always attentive and helpful both in and out of the classroom. Even though the class sizes were usually large, I always felt that the professors knew who I was and what my progress in the course was. In fact, I am still in touch with some of my professors at AGSM and I consult with them regularly about my career options. The classroom experience was almost always interactive, which allowed me to also learn from my colleagues’ experiences. Therefore, I can honestly say that my expectations were met and exceeded in the academic sense."
Recent SoBA Undergraduate Students Start Their Careers at K&N

For a handful of undergraduate students from UC Riverside’s School of Business Administration (SoBA) who were fresh on the job market, the search for employment was a short one. These students have found great opportunity in Riverside with a global company, K&N Engineering.

K&N has been based out of Riverside, California, since its inception in 1969, and is a brand leading producer of over 3,500 performance parts for motorcycles and automobiles. The company is most well known for inventing and being the leading innovator of its premium type of air-filter technology. Over the past 40 years, K&N has been expanding, now with offices in the U.K. and the Netherlands, generating revenue from a substantial amount of countries around the world.

Though the company has gone global, that hasn’t prevented them from tapping UCR’s well of qualified students. “Five out of our ten product specialists are business school grads from UCR,” said Tim Martin, the vice president of communications at K&N. “We have been really happy with the quality of people that we have hired from the School of Business, in terms of knowledge, creativity, enthusiasm and intelligence.”

The students that have found employment with K&N took advantage of the opportunities that were offered to them through SoBA. Abel Leon (right, bottom), a native of northern California and 2010 graduate, is now a product specialist for K&N, a position that focuses on keeping the K&N brand effective and strong for its consumers. “I got involved with K&N through the business school. I went to a luncheon with the dean of the university, the CEO of the company and two of the vice presidents. I didn’t expect to find a job here right after college, but I was very fortunate to find a job and a career,” he said.

“I started right before the commencement ceremony. When I finished my coursework, I started here full time the next week,” he said. “In the next five to ten years, I see myself taking on more responsibility, new challenges. This position presents the opportunity to grow into different departments.”

Exploring UCR’s resources while earning his degree was essential for Leon. “Network, get to know your professors and your academic advisors,” he added. “They are very good resources to help you attain employment after graduation. They deal with companies from all over the region.”

Another student, Justin Rastegar (left, top), who graduated in 2010 with an emphasis in marketing, is now a project specialist for K&N. “I am originally from Marin County,” he said. “My intent for coming down here was to get a job in the motorsports industry. I wanted to be immersed in the culture. If I wasn’t racing as an athlete, at least I would be involved in my daily life.”

“As soon as I got to the career faire, K&N were the only ones I was really excited about talking to,” he said. “I talked to them, walked around, then came back and talked to them for the rest of the time. I really focused in on where I wanted to be. The career faire really paid off for me.”

Another part of Rastegar’s success is indebted to his dedication to learning the coursework. “The vocabulary I learned at the school of business has been really helpful. Understanding the overall message of marketing is really the biggest thing. Little terms that you don’t necessarily think of as a consumer really helps you,” he said.

Rastegar now finds himself being able to apply his formal education and background onto his career. “As a project specialist, I divide my time between doing dealer visits, dirt bike motorsports visits,” he said. “When I am in the office, I try to work on projects, specifically powersport related, for example trying to get a younger rider a sponsorship with us. I like to stay in tune with the industry as much as I can. Since I do it for fun anyway, I might as well make it a job.”

“My dream came true,” he added.

Watch a video of our students at K&N
A Passion for Business Brings Many Opportunities for Jamaal Lewis

While other students retreated to the beaches for spring break 2010, Jamaal Lewis, then a UC Riverside School of Business Administration (SoBA) undergraduate student, was juggling 30 units of coursework all while maintaining straight A’s alongside two jobs. In England.

In what he describes as an "intense experience," Lewis spent four months studying abroad at the Warwick Business School, an experience that would have far-reaching effects on his career goals after graduation. As an undergraduate, he received a Benjamin A. Gilman Scholarship, which allowed him to study abroad before graduating in June 2010.

During seven demanding months at Warwick, he learned about international marketing, buyer behavior, service excellence, e-business and value chains, simulation, and business systems development and implementation. Now a SoBA alumnus, Lewis continues to serve as a traveling representative for the Warwick Business School, an active alumnus of the Gilman International Program, and also a travel correspondent for the Reach the World program.

Selected out of a competitive pool of Gilman scholarship recipients, Lewis grabbed at the opportunity to be a part of Reach the World, whose mission is to expand students' understanding of the world by having representatives speak to them about their travels. Lewis has been going to schools and sharing online journals of his travels, in the hope of inspiring and exposing students to the world. "Overall, the experience and the opportunity to share my stories with students allowed me to understand the real world value of the concepts and teachings of the UCR SOBA program more in depth," he said.

In addition to his traveling opportunities, Lewis maintains an interest in consulting, special projects, and designing creative solutions, which he had developed after taking a business simulation class. He credits SoBA Professor Waymond Rodgers, who shared with him his experiences as a career professional at Ernst & Young, as having given him the confidence to pursue this goal. "He's been one of my biggest influences," he said. "He challenged me and showed me that I could do consulting and special projects, as well as design creative solutions." Rodgers had also urged him to take advantage of an opportunity to be a part of the University of California Washington Internship Program (also referred to as UCDC), an opportunity that would also allow Lewis to be in Washington, D.C. in time for President Barack Obama’s inauguration. During his time in the program, Lewis held internships with two high-ranking companies, Wachovia and B.E.T. His time at Wachovia allowed him to witness first-hand the company going through a transitional period as it was being bought out by Wells Fargo, while working at B.E.T. opened his eyes to the importance of creativity in marketing, especially in the entertainment industry.

With an outgoing and proactive personality, Lewis's secret to success has been his ability to soak in all the knowledge available to him and to immerse himself in his passions. "I am curious about the effect that my imagination combined with the application of business theories will have on the decisions I make," he said. "This continues to fuel my passion for business and has contributed to my personal growth because of the focus it has taught me to have not only as an entrepreneur, but as a student who seeks to be an effective leader."

The future is wide open for Lewis. With determination and the fire to excel in whatever he does, he has a positive outlook on his future. "I believe in my abilities to succeed," he said. "I have the drive to succeed. I am really blessed to have options." "It allows me to be as strategic as possible. With opportunity comes other opportunities." □

We'd Love to Hear From You!

Is there something you’d like to share with your fellow alumni? Let us know for inclusion in our next newsletter!