

# THE CONNECTOR

A Publication of the Southern Wesleyan University School of Business

## AND THE WINNER IS...

Dennis Cline of Columbia! Dennis earned his bachelor's degree in business administration in 2004 and then finished his MBA in 2005. After earning his degrees, Dennis was promoted to Director of Payroll at the Department of Transportation. Dennis states, "Without my degrees from SWU, most likely I would not have been given the chance. I believe SWU had a huge impact on my promotion and my life!"

The Winning name of the new SWU School of Business Newsletter is *The Connector*.

Thanks to everyone who completed the survey, provided name suggestions, and content suggestions! We hope this newsletter will be a great resource for you as you grow professionally and stay connected to what's happening here at SWU!

## DEAN'S MESSAGE

Welcome to the inaugural edition of the SWU School of Business newsletter! God is at work in our school and we're blessed to have faculty who are outstanding scholars and practitioners bringing real life application into the classroom. See the difference our students, alumni and faculty are making through the stories and articles presented in this edition.

We're excited about three new concentrations in our BS in business administration degree program – management, supply chain management and human resource management. We're also adding a traditional undergraduate BSBA with a concentration in Small Business and Entrepreneurship, which integrates students' entrepreneurial interests with their desire and calling to serve God. We are working on a number of other exciting projects.

Prayerfully consider how you would like to engage with and support the School of Business.

God bless,  
*Jeannie Trudel, Ph.D.*  
 Dean, School of Business



## THE EVOLUTION OF DIGITAL ADVERTISING

Have you ever used a smartphone app or visited a website where the advertising seems to understand your interests? Real-time bidding (RTB) is the fastest-growing form of display advertising in the digital space today. The technology has been described as revolutionary, giving advertisers the ability to target messages to the right user, in the right place, at the right time.

This is a competitive bidding environment in which advertisers attempt to reach individuals based on specific demographics and psychographics, assigning a value to each impression used to reach specific users in real time and competing against other advertisers for that ad space. The most valuable users that advertisers can reach have been called 'intenders' or 'hand-raisers', those individuals who have met criteria qualifying them to be in the market, or intending to purchase, certain types of products.

Advertiser use of cookie-, ip-, and form-sourced data has recently come under federal regulatory scrutiny, but the lesson here is that digital disruption is changing how marketers interact with consumers, and change brought by technology will soon reveal itself in your industry if it hasn't already.



Submitted by *Alex Baxter*  
 Business Alumnus, 2000  
 Chief Executive Officer, RGM Group



## SWU BUSINESS FACULTY

From left: Charlotte Houke, Royce Caines, Deb Eischen, John Frazier, Norman Masters, Kelli Horne, Bill Raynor, Laura Timmerman, Charles Williams, Emily Crawford, Lee Kizer and Jeannie Trudel.

# SWU BUSINESS STUDENTS' PROJECT IMPACTING POVERTY OVERSEAS

A group of six business students at Southern Wesleyan University's North Augusta education center partnered with a project whose purpose is to fight poverty overseas while tapping the creative talent of women desperately seeking to provide for their families.

Vonda Butler, Tamala Mims, Della Hardin, Kim Jones, Tia



From left: Della Hardin, Tequilla Parks, Kim Jones, Vonda Butler, Tamela Mims and Tia Thomas

Thomas and Tequilla Parks, who are enrolled in the university's master of science in management degree program, chose Bead for Life (BFL), a poverty reduction program whose mission is to create sustainable opportunities for women in Uganda who live in extreme poverty. BFL, a Fair Trade Federation member and a provisional member of the World Fair Trade Organization, connects people worldwide in a circle of exchange that enriches everyone involved.

"We felt it was a viable cause to empower women and to empower their community for better living conditions," said Hardin.

"Dr. (Bill) Raynor really encouraged our cohort, reminding us this would be an awesome opportunity to help others in need," Butler said. Raynor is impressed by the project, commenting that it fits well into the university's Christian mission.

"These are amazing women doing the Lord's work," Raynor said.

"This project has allowed us to focus on our Christian values to help others while educating us about business marketing," Thomas said.

For details, go to the project web page at [beadforlife.org/en/swu-bead-life-circle](http://beadforlife.org/en/swu-bead-life-circle).

# CAREER CORNER

The faculty and staff at the School of Business at Southern Wesleyan University are ignited with the power of the Holy Spirit! As we look at business and the way in which business is conducted, it is critical that we not lose sight of our moral compass and the perspective of our Loving Father by the way in which we conduct ourselves both personally and professionally. As Christians we have an excellent opportunity to be good stewards of the resources necessary for businesses to operate. In addition, there is no shortage of needs in the world and/or problems to be solved; therefore, our challenge is to work for businesses and create businesses in which our goal is social consciousness, as well as profitability.

It is often a concern in our modern, global, technology-driven workplace, that there is a shortage of jobs. The unemployment rate is seen by some to be the “holy grail” in respect to the direction of the economy and the feeling that job opportunities abound or that there are no jobs to be found. The famous career counselor, Richard Bolles, wrote in his book entitled, *How to Find Your Mission in Life*, “You need to be a good steward of what God has given you, while you are here; but you do not need to be an anxious steward or stewardess.

We know that we are here to do what we came to do...” This author implies that our career or mission in life should not be determined by the fluctuation of the unemployment rate or the worldview on job availability. Your unique and individual mission in life has been determined by the God who made you. The place to which God calls you is the place where your deep gladness and the world’s deep hunger meet. With this in mind, it is important to pursue a career in a business or create a business that is in line with God’s will for you. It is not likely that you will realize this important revelation if you are fixated on the current unemployment rate or the words of employment prognosticators. However, your role in the business of the world will be made clear as you *seek to know God and to hear His voice*; this is where your career journey must begin.



Submitted by  
*Debra Eischen, Ph.D.*  
Associate Professor of Business

# THE BALANCED SCORE CARD

## BRIDGING THE GAP BETWEEN THEORY AND PRACTICE

Integrating theory innovation and practice is part of what we are trying to achieve in the MBA Managerial Accounting course offered in Adult and Graduate studies. Each student is challenged to apply theoretical constructs to design a personal balanced scorecard applicable to their own position, thus helping them understand how they contribute to the overall strategy in their organization. The balanced scorecard fills a serious deficiency in traditional cost management systems by providing a

link between long-term strategy and short-term initiatives. The project has been well received by the students, with 93 percent reporting that they found the project useful and that they gained insight that will be beneficial to them on their job.

Submitted by *Charlotte Houke, DBA*  
Associate Professor of Business

# WHERE THE JOBS ARE

Some employers are engaged in catch-up hiring after years of staffing freezes and cutbacks. In particular, they’re seeking to add team members in core and senior managerial accounting roles.

Experienced professionals with analytical skills are key to their plans. Financial, business and business systems analysts are all in strong demand, even more so than in recent years. Firms are relying on these professionals for guidance as they seek to upgrade and expand their operations.

The market for entry-level accounting professionals also has strengthened. Degreed candidates, even those in the earliest stages of their careers, are sought in public accounting and private industry.

### POSITIONS IN DEMAND

- Anti-money laundering specialists
- Bookkeepers
- Business analysts
- Business system analysts
- Financial analysts
- Internal auditors
- Payroll clerks
- Risk and compliance professionals
- Senior accountants
- Staff accountants

### IN-DEMAND CREDENTIALS AND SKILLS

When presented with the choice, employers are giving preference — and higher salaries — to professionals who have obtained a specialized credential. The certified public accountant (CPA) remains the most sought-after designation, and a master’s degree in business administration (MBA) is commonly preferred for senior-level corporate accounting and financial positions.

# CAMPBELL EARNS PH.D.



Mark Campbell, a 2003 Charleston business graduate, recently earned his Ph.D. in organization and management from Capella University. Campbell, who taught new hires on a daily basis, stated that many railroad employees face a dangerous working environment. His dissertation addressed railroad safety and ways to advance safe practices through proper education and training.

“When someone relates firsthand knowledge in the classroom, it’s a totally different learning ballgame,” Campbell said. “I firmly believe the education I received at swu was what helped me be promoted so quickly in the railroad. The job I was in – they promoted me at 18 months, from a conductor in Charleston, to training instructor/manager at the CSX Transportation Railroad Education and Development Institute in Atlanta.”

Campbell is currently retired from CSX.

“The key thing is education that swu provided gave me knowledge. And courage to get me where I am,” he said.

# BLACKWELL BENEFITS FROM INVESTMENT IN SWU



Kyle Blackwell is thankful that his education at Southern Wesleyan University gave him a real taste of the business world, hands-on. After graduating from West-Oak High School in Westminster, Blackwell came to Southern Wesleyan to play baseball, but a shoulder injury forced him to stop playing after his freshman year.

While enrolled at Southern Wesleyan and double majoring in Business Administration and Accounting, Blackwell established an investment club, which secured funding from a local industry and financial advisor. The club was able to generate funding for worthwhile causes on the Central campus and in the community. For three consecutive years, Blackwell was named Outstanding Male Business Student of the Year.

“The experiences I had, the relationships I cultivated and the lessons I learned could not be replicated elsewhere,” Blackwell said. Blackwell began his career at Edward Jones as a financial advisor after earning his business degree in 2008. After months of training, he opened an office in Easley, a community he continues to serve.

## ABOUT SWU SCHOOL OF BUSINESS

The mission of the School of Business at Southern Wesleyan University is to deliver a high quality business education in a Christian environment that prepares students for positions of service and encourages the integration of faith and leadership in business. We seek to develop our graduates into competent business leaders who are also people of high moral character.

At Southern Wesleyan, we understand the needs and commitments of working adults. We have been providing working adults with faith-based educational opportunities for more than 25 years. Our adult evening and online programs are specifically designed to allow you to earn an associate’s, bachelor’s or master’s degree while still meeting your personal and professional responsibilities.

Learn more about our evening and online programs at [swu.edu](http://swu.edu) or 877-644-5557.

## Southern Wesleyan University’s School of Business Appreciates Your Financial Support!

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With questions about gift giving: Call Lisa McWherter, Ed.D. toll free at 855.644.5008 or email [lmcwherter@swu.edu](mailto:lmcwherter@swu.edu)