

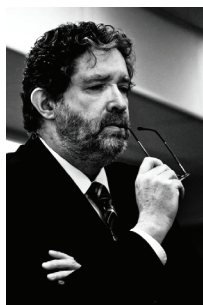
The Exchange

A publication of the School of Business and Management

Summer 2011

Integrating Faith and Business

By Carrie Harlin



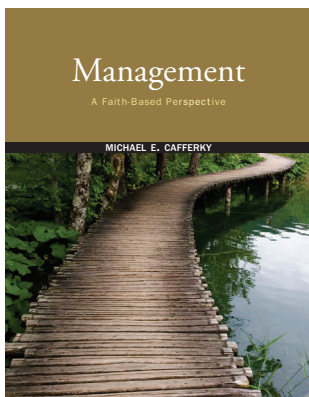
When Professor Michael Cafferky began his teaching career in the School of Business and Management in the fall of 2003, he quickly became aware of a lack of

textbooks that have a biblical approach to business principles. Without knowing that his doctorate in business administration would lead into writing a textbook, Cafferky developed a keen interest in researching information about integrating faith and business that later turned into chapters of his upcoming textbook.

Each academic year, book publishers contact professors to discuss textbook options, decisions and questions. Cafferky reviewed the publishing company catalogs and asked sales representatives if such a topic had been published. After a few years of looking through the catalogs, Cafferky approached the sales representative with a request that it be considered. To his surprise, the editor of Prentice Hall Publishing asked him to submit a proposal. Cafferky wrote not just a proposal, but also included market research to prove that this book was indeed needed and would be used if it were available. Within three months of submitting his proposal and research, Cafferky found himself completely immersed in the book-writing

process along with beginning his dissertation for his doctoral degree.

Cafferky's textbook, titled *Management: A Faith-Based Perspective*, integrates faith and learning with biblical themes from the beginning of creation to the principles of salvation, which are important for students setting their foundation in business. Cafferky believes his textbook will be beneficial to students studying in the classroom as well as professionals in the field by challenging their view of how they will integrate faith into the workplace. By writing a book with a faith-based approach, Cafferky has added a new resource for other Christian professionals who are searching for information.



“My experience in the project has taken me on an amazing journey mixed with satisfaction of a job completed, mental and physical fatigue, hopefulness, and humility in the face of peer review from those of different Christian faith traditions,” said

Cafferky.

“Writing a college textbook is a real achievement. Writing a Christian-oriented management text and having it published by one of the large publishers is indeed an honor. We are proud of Michael Cafferky for his competent writing and his diligence and perseverance in pursuing the assignment to its completion. This is a unique accomplishment in Adventist higher education,” said Dr. Van Ornam.

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A Word From the Dean

It is always nice to welcome new faces to our School but it is not fun to say goodbye. Carrie Harlin has made a tremendous contribution to our School as director of SIFE and Business Relations. Under her leadership, SIFE students have been actively engaged in meaningful projects that help the local community as well as overseas. Four of the five teams that presented at regional competition went on to the national competition. She also built good relations with local businesses along with her contacts with business alumni. We are sorry to see her leave our campus. Her husband was accepted into a graduate program in Atlanta, so they are moving there. Thank you, Carrie, for a job very well done.

We are pleased to welcome Stephanie Sheehan as our new director of SIFE and Institute of Ethical Leadership. She brings experience both from the banking industry and more recently as coordinator of Evangelistic Resource Center in the School of Religion. We are also pleased to congratulate Julie Hyde who completed her Ph.D. at the University of Memphis this past semester. She becomes the second Ph.D. in accounting on our faculty.

Congratulations to our recent graduates. You are a great group of future leaders!



Don Van Ornam, dean

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Serving and Learning in Tanzania

By Karla Coupland, current MBA student

In December 2010, four graduate students from the School of Business and Management dedicated their winter break to service in Africa. With connections from Braam Oberholster, the School of Business and Management was requested to send students to Tanzania to help develop a unified system of policies and procedures for cash and asset management for the Adventist Health System – East Central Africa Division (AHS-ECD). This is a newly developed system of 168 clinics and 7 hospitals in rural and urban areas in 10 East African countries.

On arrival to Africa we landed in Kenya, divided into two groups, and headed to Tanzania. Eunice Kim, MBA/MSN student, and I traveled to Heri Adventist Hospital in Tanzania, going through Burundi. The other two students drove south. Hilary Taube, MFM student, stopped in Arusha to observe a clinic, and Dean Boyer, MBA student, continued on to the clinic in Dar es Salaam, the capital city. For 10 days we collected data on the business processes that take place at each of our facilities.

Heri is a small hospital with 95 beds and an average of 30 in-patients a day. This hospital also has six dispensaries in the surrounding towns, of which we

were able to visit two. The dispensaries are very small with one medical officer, who has about a three-year medical education. Each dispensary has a steady flow of patients all day, averaging 60 patients a day.

Heri Adventist Hospital is very remote, and we were able to do so much more than what would be allowed in an



Students with AHS-ECD executives in Arusha Tanzania

American hospital. Eunice was able to watch several surgeries, which was of interest due to her nursing background. I was able to learn how the hospital processes payments, payroll, insurance, etc. and all the processes in-between, also learning some Tanzanian culture and some Kiswahili words. This was quite the experience. There is a sharp contrast between the textbook knowledge and seeing what actually happens in a rural African hospital.

The second phase of our trip began when we rejoined the rest of the group from Southern; our professor Dr. Oberholster; the AHS-ECD CEO; and four administra-

tors from the hospital and clinics in Tanzania. Starting Sunday, we engaged in work meetings until Wednesday. We discussed our observations of the hospital and clinics. Then we discussed what policies and procedures should be implemented to unify the Adventist Health System-East Central Africa Division. By the end of the meetings we had developed policies and procedures for cash receipts, inventory, insurance, accounts receivable, cash distribution, fixed assets, and information management.

When we returned to Tennessee, we finished the final report to give to AHS-ECD's CEO. Within two months, our final report of 100+ pages was given to the CEO of AHS-ECD with our recommendations.

After receiving our report, the AHS-ECD CEO emailed: "Thank you for preparing and emailing your recommendations. This is a very impressive document, very detailed and accurate. I am very impressed. I was not expecting such a document. You must have all worked very hard after you left."



Working at the ADRA offices in Arusha, Tanzania

"We seek out opportunities to collaborate with players in the profit and non-profit sectors," said Dr. Oberholster, "where our students can participate, contribute, and learn in settings that are beyond the classroom. Not only does this type of learning

see Tanzania, page 4

Biennial Journey to China

Each odd-numbered academic year, the School of Business and Management takes a group of students and guests on a three-week tour of China. This year's highlights included stops in Beijing to see the Forbidden City and Summer Palace; a Huangpu river cruise to enjoy Shanghai's wonderful night view; and a drive to Lunan County to visit the Stone-Forest, a typical Karst landform, and Kuming Steel Corporation. Then the group took an overnight train ride to Dali to see the ancient town and go sightseeing at the Pagoda's. Also, they drove to Lijiang to visit Lijiang Dayan An-

cient Town-one of the World Cultural Heritage-and enjoyed a Dongba traditional music show. In Shangrila,



The group at the Lenovo Plant in Shanghai

the group took a trip down the Tiger-leaping Gorge, the narrowest gorge of

Yangtze River, then they returned to Lijiang to visit the Jade Dragon Snow Mountain and take a roundtrip cable-car up and down. Next, it was on to Hong Kong to visit Hong Kong Trade Development Council, the Hong Kong Securities Exchange, and Hong Kong Adventist College. These are just a few items from their busy itinerary.

Students are able to take up to six credits for the tour: Management Study Tour-Business and Foreign Cultures (China) and International Business Communications. Many students chose to take class credit, as it enriches their out-of-classroom experience.

Tanzania from page 3

provide the bridge between the theory discussed in the classroom and the practice of business, but it also provides contexts where critical questions can be asked about the underlying assumptions of theoretical models and their appropriateness given the circumstances. Projects like the one to AHS-EAD is therefore truly learning beyond the classroom."



Eunice Kim enjoying a visit with a giraffe

After these mentally exhausting meetings, we were able to spend the Christmas holiday on a safari to the Serengeti National Park and Ngorong-

oro Crater. The safari was amazing. We came at such a great time of the year. We saw the big five (lion, leopard, elephant, Cape buffalo, and rhinoceros) twice in our three days. This is very rare. Also, it was the beginning of the migration season, and we saw a sample of what the large migration of these animals looks like. When our safari ended, we began our travel back home. We arrived back in Tennessee with a few days to recuperate before starting our winter semester of classes.

"The trip to Tanzania renewed my commitment of service," said Eunice Kim, "this experience has taught me real-life, practical lessons about management."

Dean Boyer, said that "the service learning trip was very beneficial to my education because it gave me hands-on experience. I had the opportunity to learn from the culture as it mixes with work, especially in the clinical work setting."



Eunice Kim, Hilary Taube, Professor Oberholster, and Karla Coupland outside of the ADRA office in Arusha, Tanzania

Changes in SIFE

By Carrie Harlin



The 2010-2011 academic year brought exciting changes to the existing criteria needed to enhance the projects of our SIFE team at Southern Adventist University. Previously, SIFE teams were to build their projects based around six criterion that narrowly focused the projects within the targeted approach, i.e. market economics, success skills, entrepreneurship, and financial literacy. This past academic year, SIFE USA gave teams a new approach to use for creating and enhancing their projects. Simply stated, the new criteria is as follows: “Considering the relevant economic, social, and environmental factors, SIFE teams should effectively empower people in need by applying business and economic concepts and an entrepreneurial approach to improve the quality of life and standard of living.”

With this new approach, our team looked specifically at how we could enhance the quality of life in our campus, community, and world. With 15 ongoing projects, our team presented four of our best projects to a panel of judges at the SIFE Regional Competition in Atlanta, Georgia, and once again became regional champions, earning us a spot

at the National Expo in Minneapolis, Minnesota, May 10-12.

Our projects included the installation of vending machines across campus. These machines allow students to use their campus ID cards, linking the cost of food items directly to their cafeteria bill.

Next, our team participated in the Sam’s Club Environmental Challenge, earning a \$1,000 grant to use on a partnering small business. Our team chose to partner with the City of Collegedale to help increase the awareness and use

of the City’s Recycle Center. We held two events called “Collegedale Recycles,” increasing the usage from 40-50 people on a typical day, to an average of 150 visitors.

On the international perspective, our team is continuing its work to create student jobs and sustainability at Instituto Adventista del Uruguay.

Our team has worked with the board of directors of IDEALS International to create a business plan, apply for the charter of nonprofit status, and create a plan to raise the nearly \$300,000 needed for building renovations and capital.

Finally, through the connections of one of our business advisory board members, Braam Oberholster, Ph.D., our team was invited to assist Adventist Health System-East Central Africa Division to create a unified system of

policies and procedures for their newly acquired hospitals and clinics. Four students spent nearly three weeks during the Christmas holiday to experience the current procedures first hand and then wrote a 100 page report of their suggested recommendations.

In the past five years, our team has increased from 10 to nearly 70 participating students who volunteer their time and energy to impact our campus, community, and world; we have won four out of five regional championships.

The final change of this year comes as I say farewell to the team and Southern Adventist University. My husband

and I have moved to Atlanta for his career.

I have thoroughly enjoyed these past five years working with the SIFE team and the School of Business and Management. It is my

privilege to introduce you to the new director of SIFE, Stephanie Sheehan.

Sheehan has been active on campus as she has been the coordinator of the Evangelistic Resource Center in the School of Religion for the past six

years. She has a background in marketing and banking and is excited to move into the School of Business and Management to work with the SIFE team.



Carrie Harlin, director; Lu Xu, Kayce Foote, Kevin Quimby, John Hodgson, Karla Coupland, Christina Whary, and Janice Cosme at the SIFE National Expo



Acceptance into the School of Business and Management

By Lisa Kuhlman, office manager

The faculty and staff of the School of Business and Management at Southern Adventist University would like to congratulate the following students on their acceptance into the School of Business and Management. These students join a group of business professionals dedicated to excellence and to the concept of service in the workplace as well as in the communities where they live.

| | |
|---------------------|--|
| Steven Blondo | BBA, Financial Management (Accounting) |
| Laura Boyer | BS, Long-Term Care Administration |
| Shana Browne | BS, Nonprofit Management (Communications) |
| Laura Cole | BS, Long-Term Care Administration |
| Lincoln Duff | BS, Business Administration |
| Brittany Easton | BBA, Computer Information Systems |
| Kevan Evans | BBA, Management (Entrepreneurship) |
| Kayce Foote | BS, Business Administration and Public Relations |
| Scott Gammenthaler | BS, Business Administration |
| Ingrid Hernandez | BS, Business Administration and Public Relations |
| Christopher Klinvex | BBA, Financial Management (Accounting) |
| Joseph Macko | BBA, Financial Management (Finance) |
| Cristina Melo | BBA, Financial Management (Finance) |
| Steven Mercer | BBA, Financial Management (Accounting) |
| Brandon Mihai | BBA, Management (International Business) |
| Daniel Morgan | BS, Business Administration |
| Kevin Reynolds | BBA, Financial Management (Accounting) |
| Emily Taylor | BBA, Management (General) |
| Grady Todd | BBA, Marketing |
| Winston Tonack | BBA, Financial Management (Finance) |
| Brittany Weber | BBA, Financial Management (Accounting) |
| Blair Wehtje | BS, Business Administration |

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Meet the Firms

Meet the Firms, Southern's biannual job and internship fair, will take place on Thursday, October 13, 2011. For information and to register your company for the fall event, please visit our website at southern.edu/meetthefirms or call 423.236.2659. The fair is sponsored by the Schools of Business and Management, Computing, Journalism and Communication, and Nursing as well as the English Department.



May Graduates

Bachelor's Degrees

| | | | |
|-------------------|--|-------------------------|---|
| Todd Armstrong | BS, Long-Term Care Administration | Jennifer Perdomo | BBA, Financial Management (Accounting) |
| Erica Becker | BS, Business Administration | Yora Quiambao | BS, Business Administration |
| Evan Blakeney | BBA, Management (Entrepreneurship) | Kevin Quimby | BBA, Financial Services (Accounting) |
| Philippe Bouzy | BBA, Financial Management (General Management) | Patricia Reynaert | BS, Business Administration |
| Katie Chitwood | BBA, Financial Services (Accounting) | Lenroy Robinson | BS, Business Administration |
| Eric Davis | BBA, Financial Management (Accounting) | Nicholas Sauder | BS, Business Administration |
| Jason Dominguez | BS, Business Administration | Clifton Schaller | BS, Long-Term Care Administration |
| Thomas Dunn | BS, Business Administration | Margeau Schaller | BS, Business Administration |
| Thomas Erickson | BS, Business Administration | NaRissa Selent | BBA, Financial Management (Accounting) |
| Vanessa Fernandez | BBA, Management (Human Resource Management) | Tristan Shaw | BBA, Financial Management (Accounting); BS, Music Performance (Piano) |
| Ashley Goulet | BS, Long-Term Care Administration | John Shoemaker, IV | BS, Business Administration and Public Relations |
| Kristen Halminen | BBA, Management (Marketing) | Sarah Simpson | BS, Business Administration |
| Timothy Harning | BS, Business Administration | Kaline Valleray | BBA, Management (Marketing); Long-Term Care Administration |
| Stefan Heisler | BBA, Management (International Business) | Christopher Vazquez | BBA, Management (Entrepreneurship); Marketing |
| Jonathan Hodgson | BBA, Financial Management (General Management) | Christopher Walton | BS, Business Administration and Public Relations |
| Luis Liao | BBA, Management (International Business) | Julianna Weitzel | BS, Business Administration and Public Relations |
| Brittany Jacobson | BBA, Financial Management (Accounting) | Matthew Wetmore | BS, Business Administration |
| Christine Jett | BBA, Financial Management (Accounting) | Lu Xu | BS, Business Administration |
| Natali Juarbe | BS, Business Administration | | |
| Eva Li | BS, Business Administration | Master's Degrees | |
| Autumn Ludington | BBA, Financial Management (Accounting) | Anca Alexandru | MBA, Management |
| Joshua Mayo | BBA, Financial Services (Accounting) | David Beihl | MBA, Management |
| Shelby Mixon | BBA, Marketing | Anton Demenchuk | MBA, Marketing Management |
| Annalisa Molina | BBA, Management (Entrepreneurship) | Heather Freeman | MF, Financial Management |
| Brittanya Netzel | BS, Business Administration | Tanisha Hannon | MF, Financial Management |
| Heather Peggau | BS, Business Administration | Elizabeth Holland | MF, Financial Management |
| | | Holly Musselwhite | MBA, Management |

The mission of the School of Business and Management is to develop **Christ-centered** business leaders who integrate **knowledge** and **application** with high moral values.

Faculty Updates

Michael Cafferky received Southern Adventist University's President's Award for Excellence in Scholarship for his achievements in research and published works. He will begin a semester of sabbatical at Cambridge University in Cambridge, England, this fall, continuing his studies of integrating faith and business.

Lisa Goolsby is pursuing her doctorate in business marketing from Northcentral University. She is halfway through to completion, getting ready to start the dissertation phase.

Julie C. Hyde completed her Ph.D. at The University of Memphis. Her dissertation was titled "Material Weaknesses in Internal Control Over Compliance for Federal Grants to U.S. Counties."

Kimberly Miller is pursuing her doctorate in advanced accounting from Northcentral University.

Braam Oberholster has completed his doctorate in Business Administration with an emphasis in International Business from Nova Southeastern University. His dissertation was titled "The Motivation of NPO Workers for Accepting International Assignments."



Braam Oberholster, Ph.D., (left) after receiving his hood from Don Van Ornam, Ph.D., at the May Commencement

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admissions coordinator
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Lisa Kuhlman, office manager
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Richard Erickson
Michael Cafferky
Faculty

School of Business and Management
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