

BUSINESS

OVERVIEW

The Huether School of Business is one of four schools at the College of Saint Rose. With a range of undergraduate, graduate, and dual-degree programs, as well as professional certificates, the School is recognized as a leader among business schools in the Capital District region. At the undergraduate level, the program offers the Bachelor of Science degree in Accounting, Economics, and Business Administration. Students majoring in Business Administration have an impressive list of concentrations from which to choose, including Finance, Financial Planning, Human Resource Management, Management, Marketing, Small Business and Entrepreneurship, Sports Management, Managerial Accounting, Accounting and Auditing, Taxation, or an individualized concentration created with School of Business faculty. Graduates with a B.S. in Accounting from Saint Rose meet the educational requirements for a CMA and CIA, as do many graduates with B.S. in Business Administration degrees with accounting concentrations. Unique aspects of the undergraduate program include the opportunity for first-semester students to be involved in a variety of outside learning experiences. These include the Fundamentals, four business courses where student teams create and present business plans for entrepreneurial ventures. Undergraduates also complete an internship/field study graduation requirement, some of which are set up through the Albany-Colonie Chamber of Commerce. Students choose to apply for summer Honors Internships. A capstone experience in their senior year calls for students to develop strategic management plans.

Particularly ambitious and qualified Saint Rose students may choose to enter either of the two dual-degree programs offered by the College. The 150-hour Professional Accountancy Program satisfies New York State educational requirements for CPA licensing and allows students to get their B.S. in Business Administration and their M.S. in Accounting in just five years. The combined B.A./ M.B.A. program for Business Administration is an opportunity for students to get both degrees in just four years, giving them a head start in their career paths.

Students graduating from Saint Rose and other colleges, as well as professionals working in the field, have found challenging and valuable graduate educations in Business at The College of Saint Rose. Today, the College offers an impressive range of graduate programs to prospective students. A program offered in partnership with the Albany Law School develops a four-year curriculum between both schools, during which time the student will earn both a J.D. and an M.B.A. Students may also earn an M.S. in Accounting or an M.B.A. Students may pursue the M.B.A. on a part-time or full-time basis, and even have the opportunity to earn it in the intensive one-year M.B.A. program if they have an undergraduate Business degree. Also, as part of the M.B.A. PLUS program, professional certificates are available in Computer Information Systems, Financial Planning, and Not-For-Profit Management. The graduate Business programs are professionally accredited by the Association of Collegiate Business Schools and Programs (ACBSP) and strive to incorporate current management theories with practical management realities so that students are superbly qualified to compete in the fast-paced business world of today.

HISTORICAL PERSPECTIVE

A School of Business did not always exist at Saint Rose. The College ventured into Business education in 1931, eleven years after Saint Rose was founded. The earliest nod to a Business program, a single class in Typewriting and Stenography, had commenced in 1923 to accommodate women

working in secretarial positions. In the 1930s, a time of great economic unrest, women were increasingly seeking qualifications for employment, often in fields previously dominated by men. At that time, in 1931, The College of Saint Rose added to its offerings Secretarial Science as a Bachelor of Science degree. Despite its name, this degree, the precursor to today's undergraduate Business program, offered far more than secretarial training, with courses such as Business Mathematics, Business Advertising, Elementary Law, Office Practice, and Advertising and Salesmanship. There was an immediate and enthusiastic response to the new business-related courses when they were offered at Saint Rose, prompting the College to expand the program into three new majors in 1936. In order to earn their Bachelor of Science degree, students could study Accounting and Business Practice and General Commercial Subjects, besides Stenography and Typewriting, all typical components of a Business degree during this time period. Many Business majors combined their expertise with a number of credits in education in order to teach Business subjects on the secondary level. The title of the Secretarial Science degree was later changed to Commerce in 1939.

Founded in 1934, Marca Tironae was at first a club established for those majoring and minoring in what were then called secretarial courses. The goal was to promote interest in the secretarial department and to combine religious, social, and economic principles in order for students to become good citizens. By 1939, membership was open to seniors who were majoring in the field and to those juniors who maintained an honor grade in the department. The club's mission was to promote interest in present-day business and economic problems through study and discussion. Some of the major issues during the Depression of the 1930s were the ethical, social, and economic principles that governed the business world, and Marca Tironae discussion groups delved into these concerns.

Nationally, business education was "professionalized" in the 1940s and 1950s, and the process was mirrored at The College of Saint Rose. The number of applications to the College grew rapidly in its first years and the College accommodated the demand by expanding facilities and enhancing the curriculum. During and after World War Two, women advocated for more courses in the Commerce department. After the War, when the GI Bill provided veterans with financial aid for college educations, Business programs offered an avenue for those preferring a professional major that would be practical in the workplace. Saint Rose, still an all-women's school, responded to this post-war influx by allowing evening classes for men, including Business courses approved by the Board of Regents in 1946. Between 1950 and 1964, graduate programs in Business Education and Economics were offered, but were later discontinued. Although an undergraduate program in Economics was again implemented at the College in 2011, no program in Business Education was ever resurrected.

In 1969, the College underwent a radical adjustment in its social structure. Although Saint Rose had granted men an exception to attend night classes in 1946, it had remained predominantly a women's college. In 1969, men were admitted to the undergraduate division for the first time, and with fifty-four males enrolled the September of 1969, the College of Saint Rose was officially co-educational.

In the early 1970s, an experimental program was developed to allow all Saint Rose students to integrate the liberal arts spirit of the College with their specialized degrees. The 4-1-4 program, involving four courses in the fall and spring semesters with one creative course during January, was inaugurated in Fall 1970 and ran until the Spring of 1980. Sister Marguerite Donovan, who taught Business courses at the College from 1969 until 1989, remembers the innovation and excitement of these month-long January courses. "The American Business Man in Latin America" was one of Sister Marguerite's courses that explored a phenomenon of the times. She explained that "in the early '70s, things were not going well in South and Central America. And to be a Yankee had a very negative

connotation." The month-long class studied the ramifications of being a "Yankee" working in the business world of these unsettled countries. A main focus was Business Ethics, studied by looking at the so-called "Golden Ghettos" that these American men created in the midst of poverty-stricken Latin American neighborhoods. A trip to Maryknoll, a seminary of missionary priests serving South America, enlightened students to the true grit of the everyday life of South American citizens. Although the 4-1-4 program came to an end after ten years, courses such as this Business course exemplified the rich liberal arts tradition that permeates all programs at The College of Saint Rose.

When Dr. Thomas A. Manion became President of Saint Rose in 1973, he made it his mission to make significant improvements to the school's academic structure. On the recommendation of the Education Programs Committee of the Board of Trustees, he replaced the then existing structure of thirteen academic departments with five divisions: Humanities, Fine and Applied Arts, Social Sciences, Natural Sciences, and Education. This more generalized system moved the Business program into the Social Sciences division along with History, Political Science, and Social Work. The new structure was meant to create an easy atmosphere for the interchange of ideas among disciplines, to heighten the efficacy of programs for individual student needs, and to allow the College to be more flexible in response to a constantly changing job market. The structure worked so well that it largely defined the College's organization, although Business would find a new niche during the 1980s.

The MBA program began evolving in the summer of 1973. President Manion came to the professors in the Business department after hearing from his contacts in the community and students graduating from the Experienced Adult Program who wanted to continue their education with master's degrees in Business from Saint Rose. Sister Marguerite Donovan, along with Sister Rita Catherine Haber and Professor Irene Junkum McDermott, the Business faculty at the time, immediately started to entertain the idea of a Master's of Science in Business. Sister Marguerite recalls: "I felt I was on a bicycle to the different colleges that had a Masters in Business program." She asked them all whether they would consider Saint Rose a serious competitor in this market, and many seemed skeptical that the College would actually develop the innovative part-time program they envisioned. But the skepticism was short-lived, as Saint Rose obtained approval for the MBA program in October 1984. Saint Rose was also granted the authority to grant a masters degree in Accounting at that time.

Although other MBA programs existed, an exclusively part-time program of study aimed toward business professionals and those with recently earned bachelor's degrees was the niche Saint Rose hoped to fill. The new MBA program at Saint Rose was, and has always been, a standard MBA program without concentrations or specialty areas. This factor still makes it particularly attractive to people who are already working in their career field, but have an interest in understanding management and how to run an organization. Around 2001, however, the school did begin to respond to student inquiries about specialization, offering five-class certificate programs that could be taken independently or in conjunction with the graduate program as an MBA PLUS. The first certificate to be offered was the Not-For-Profit certificate, quickly followed by certificates in Financial Planning, Computer Information Systems, and Organizational Leadership and Change Management. Students of the MBA program can tailor it to fit their needs, attending classes part-time, full-time, or even finishing in one year depending on their previous education.

During the time that the MBA program was being developed, students of business were granted an early option for graduate work when the College began offering a master's degree in Science in Management in 1977. This program was designed to offer current business professionals a vehicle for refining their managerial skills through part-time instruction in the areas of finance, marketing, and

economics. The program was eventually expanded to include classes in human resources, microeconomics, and data systems.

Sisters Ida Decastro, Marguerite Donovan, Rita Haber, and Katherine Sheehan, along with Irene McDermott and Jerome Walten, helped the Business Department progress during the 1980s. One of the biggest changes was the placement of Business students in internships around the city and elsewhere. In the summer of 1982, the department placed a senior Business Administration major, Ellen Kelly, in a summer internship with Albany International Corporation in Bury, England, by far the most ambitious internship to date. There she participated in talks within the personnel, accounting, and computer systems departments that gave her large amounts of responsibility and earned her twelve credits upon her return. Early experiences like these did much to illustrate the importance of internships to the Business program. Sister Ida, who taught Business courses at Saint Rose from 1973 to 1990 and chaired the Business department twice, notes that the internship program became beneficial in many different ways. Not only was it “a plus for students to have some kind of work experience,” she explained. “It benefited the organization because the organization now saw the quality of the Saint Rose student.” Because internships helped to open doors and test future career options, they became a graduation requirement for Business undergraduates.

In the late 1980s, the advent of the computer precipitated monumental changes in the business world and at The College of Saint Rose. The computer revolutionized the way business was done, creating international connections and making office work and bookkeeping faster and easier than ever. Sister Marguerite Donovan saw the computer change the curriculum and coursework at Saint Rose. Starting out teaching secretarial skills and business math in the 1960s and 1970s, Sister Marguerite's classes evolved into business law and business ethics in the 1980s after computers took over much of the clerical and mathematical functions. She remembers starting to have students who already knew how to use computers, while it took “a long time and a lot of pleading to get faculty to have a computer in their office.” Sister Ida laughed about the same struggle, remembering that she “did not even have a computer” in her office and the lab shared by the whole school was always moving to different locations. But eventually the computers did come and the professors learned to use them in order to help their students prepare for a newly computerized business world. The digital revolution had arrived and was here to stay.

In the early 1980s, the Business program at Saint Rose became the Business Administration/Economics Division. The decision to separate from the Social Sciences Division was made because the Business program was getting larger and could no longer accomplish its goals effectively when combined with History, Political Science, and Social Work. The MBA program specifically was expanding in important ways during the 1980s. A dual degree was created in partnership with Albany Law School for ambitious graduate students to get both their J.D. and M.B.A. in just four years of study at both schools. RPI and Union College already had similar partnerships with Albany Law School, and The College of Saint Rose saw the importance of having both degrees for students who would go into corporate and government law and law practices with commercial clients.

During the 1990-1991 academic year, a major reorganizational structure was put forth by the administration to replace the five-division organization. Under the new framework, Business became its own school. In addition to the School of Business, three other schools were created: Arts and Humanities, Education, and Mathematics and Sciences. Dr. Paul Feingold was the first dean of the Saint Rose School of Business.

Once the School of Business came into being, the College started thinking about accreditation. The Accreditation Council of Business Schools and Programs (ACBSP) first visited Saint Rose during the 1994-1995 academic year to perform a study of the Business program and, as a result, granted The School of Business national accreditation. The School was reaccredited during the 2004-2005 academic year. Accreditation by ACBSP is important because it is a way for the School to hear what peers in other business schools, including deans, faculty members, and administrators, think of what it is doing and where it is headed. These studies ensure that the School of Business is held to certain standards that differentiate the program.

Although Saint Rose Business students had been doing internships in the community and around the world since the 1980s, the School of Business further expanded the opportunities available to students in 1994 by establishing a partnership with the Albany-Colonie Regional Chamber of Commerce. This Joint Internship Program now handles the majority of Business student internships, and has expanded significantly since internships became a requirement for all Business majors in 2009. The School of Business provides academic oversight for the internships, offers credits based on the work that is done, and provides networking and a resume-building education while the Chamber of Commerce finds companies looking for interns and facilitates the connection. The School has also added an Honors Internship. This program is a credit-bearing summer internship including financial support in the form of scholarships and internship stipends from Saint Rose. Students have the opportunity to compete for the full-time internship, carried out with the cooperation of several Honors Internship Partners recruited by the College.

The Business program has always been particularly useful to transfer students and graduate students with its variety of night courses, part-time programs of study, and openness to transferring credits. In 1997, although these features still remained, the College adopted a concerted policy aimed at attracting more "first-time freshmen." Since the School of Business had a curriculum geared mainly toward transfer students, this was a big change. The semester before the change saw just seventeen freshmen enrolled in the undergraduate Business program. After the College adopted its policy to become a predominantly four-year school, the program had to be modified to broaden over four years in order to accommodate a much larger number of four-year students.

In 2004, the School of Business became the first school in the area to create a 150-hour Professional Accountancy Program. The program was developed in response to new regulations put into effect by the American Institute for Certified Public Accountants in August 2004, requiring that prospective members have 150 credit hours of education.

A very progressive partnership was established in June 2006 when the School of Business teamed up with the Community Loan Fund of the Capital Region and the Albany Center for Economic Success to create The Center for Microenterprise Development. The partnership was under the leadership of Dr. Michael Matthew, Professor of Management and MBA Director. A microenterprise is a company with fewer than five employees, and the Center combines the efforts of all three contributing organizations to help minorities and women in the Capital Region to create these small companies. The Community Loan Fund is a lending group made up of community members who offer loans to aspiring entrepreneurs. The School of Business provides business planning courses to help those looking to procure loans to set up business plans detailing how they will finance and market their companies. The Albany Center for Economic Success provides office space at reduced rates for the businesses in their Orange Street Incubator where fledgling businesses can share secretaries and answering services until they get their footing. Students can get involved in this partnership by doing internships with the Loan

Fund or the Center for Economic Success or by developing marketing plans or business strategies in class for the businesses.

In 2008, another initiative was created by the School of Business to ensure that Saint Rose remains competitive among other schools with similar business programs. The School of Business Advisory Council was formed as a CEO-level reviewer of the College's Business programs and their potential to grow in quality and prominence. The current twenty-three Council members include Saint Rose trustees, alumni, and other prominent leaders in the business world who can offer professional evaluations on what is being accomplished and what needs to be done at the School of Business. Council members meet twice a year to discuss progress and possible changes and innovations. For example, the Advisory Council's recommendations are what spurred the implementation of an Internship/ Field Study requirement for all Business majors. Among the many contributions of the Council has been the creation of the Honors Internship program.

August 2011 saw yet another significant change with the addition of a Bachelor of Science degree in Economics added to the Business Program. This degree, which had previously existed but was later discontinued, is now reinstated with the first official freshmen Economics majors registered in the Fall of 2012.

Aside from classes and internships, the School of Business offers additional business-related activities for its students. SIFE is the Saint Rose Students in Free Enterprise, a campus club that existed since the mid-2000s and was revitalized in 2012 after a period of waning. Professor Angela Gordon is the advisor for the group, within which students create a business-related project. In the past, students have held workshops for the community to educate people about finances and financial planning. The club is a great way for students to apply the concepts they have learned in classes.

Another way for current students to see business in action is to listen to speakers who come to campus as part of the Tulley Lecture Series. The Series has been bringing prominent figures from the business community to the Saint Rose campus for many years, including Hugh Johnson and Joseph Plumari. The aim of the Tulley Lecture Series is to give current students and alumni the opportunity to hear the stories of successful professional businessmen and women.

Perhaps the most important transformation to date for the Business program occurred in 2010 when the Campaign for the School of Business began in earnest. The Campaign's goal was to raise five million dollars to build a new home for the School of Business with the newest technology, ample classroom space, and everything business-related under one roof. In May 2011, Richard J. Huether of Schenectady, a longtime trustee at the College, provided a significant "lead gift" to support The Campaign for The School of Business. The School is now known as The Heuther School of Business. Sister Ida Decastro talked about all the moves the School of Business has experienced over the years. "We certainly felt at one time like orphans," she said, "and I am delighted that we finally have a School of Business building." The Huether Building embodies the identity of the School of Business and gives Business students a place to call home. It accommodates the increase in enrollment seen since 2005 and gives Business students designated lecture halls, conference rooms, lounge areas, work spaces, and an opportunity to be around other Business majors.

The Business program at The College of Saint Rose has grown and prospered immensely since its fledgling days when the College began. The School of Business stands as a tribute to those faculty members who had the foresight to initiate the program at Saint Rose and to all who have contributed to

its growth over the years. Today The College of Saint Rose Business Program continues to foster professionalism in its students and to engender in them a commitment to be active contributors to society.