



THE **X**CELERATOR

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DEAN'S MESSAGE

By Dr. Lawrence McNeil

As Dean of the College of Business, I work with an incredible group of committed administrators and professors. We have the real pleasure of serving a talented group of career-focused students. This global pandemic tested our resolve as it presented several concerns for us and almost every institution of higher education. As federal and state budgets contracted, anxiety increased over the fate of our most vulnerable students, and pressure mounted throughout our country's economic and social life, we as a society debated the right way forward for America's education infrastructure. Academics and administrators nationwide raised their irate voices via televised news, social media, and at the dinner table to question our readiness, public vs. private sector responsibilities, and how we should move forward to ensure students persisted effectively during these difficult times.

Last year, we managed through the crisis by leveraging our collective strength and tireless work ethic to ensure a

smooth transition for new and returning students to the College of Business. Through it all, we debated solutions, passionately defended our ideals, and persevered because we knew the costs of failure and the precarious financial tightrope many students walk as they navigate life's urgent responsibilities. Many of us cited the research confirming the widening retention gap for first-generation students when they are relegated to online courses. After the higher education community announced its plans for predominantly online fall 2020 and spring 2021 semesters, we grew increasingly concerned.

Going forward, I'm prayerful we'll be fine -- as a nation and within academia. We have become more innovative and able to pivot faster in our delivery of business courses that are consistent with marketplace demands. Within the College of Business, we are determined to deploy virtual environments in which students can learn and effectively demonstrate mastery of content. We strengthened our support of struggling and technology-challenged students with our flexibility and pedagogical prowess.

Our students remain empowered by President Breaux, our university's leadership team, faculty, and staff who contribute meaningfully every day. Dr. Breaux has maintained a clear "science-informed, data-driven, and values-based" vision, which is steeped in Bowie's long tradition of academic excellence.

As the University looks beyond the Fall 2021 semester, we administrators will harness our resources and our dedication to student success by delivering a world-class educational experience. We'll remain BOWIE BOLD.

More About the Dean

Hometown:

Easton, PA

Research Interests:

Economics of Technological
Innovation

Favorite Hobby:

DJing

Unplanned, Unexpected, & Undeterred



By Dr. Satina Williams, CPA,

Assistant Professor, Finance & Economics Dept., College of Business

In March 2020, my students told me that classes were canceled for the rest of the week and Spring Break would begin earlier than scheduled. When I confirmed their report, I flashed back to what President Barack Obama told Secretary of State Hillary Clinton about the financial crisis of 2008, “It is worse than what they said it was.”

Thankfully, I already had a presence on Blackboard by syncing Connect Accounting to Blackboard and using various other options. Was I ready? No! I was not ready because I had not trained nor did I have any desire to teach online. In fact, I did not think that introductory accounting courses should ever be taught online, because the courses are customarily difficult for students. But in March 2020, I did not have a choice.

So, I sat in two training sessions before leaving the campus for Spring break, closed down the VITA site, collected tax papers and other documents and headed home. I had one week to get it all together. Failure was not an option.

On March 23, I began my adventure into teaching online. Did you notice I used the phrase 'teaching online' and not 'online teaching', because that is what I started doing on March 23 and continued doing until the end of Spring semester 2021. I believe that is how I have survived the change. How are they different? We have taken face-to-face classes and changed locations. We were not seated in classrooms, but we were “seated” on computer monitors on the assigned day and at the assigned time, synchronously teaching and learning. My students and I solved accounting problems together. They had homework, quizzes and exams, the same as in

previous semesters. We discussed accounting topics as we did before leaving campus. On the other hand, online teaching is a different experience. No direct communication, most of the time. Students coming and students going, as time permitted. Asynchronously anonymous. I even tried taking an online course and decided this was not for me.

However, even with synchronous classes something is lost when you cannot have a conversation with a student you see in the hall or one who drops by your office to say hello or to talk about accounting careers. Did I take spontaneous, informal interactions for granted? Probably. Now I know how important they are.

As I finished the Spring 2020 semester and moved through the Fall 2020 semester, I was surprised at how quickly I adapted to the change. I must admit, I enjoyed working from home. When asked about returning to campus, I voted against it. Yes, the coronavirus was my major concern but staying home as a byproduct was a plus. My attitude toward teaching online is the same as teaching in person and I advised my students to do the same. They cannot learn accounting while watching television. They would not do it on campus so they should not do it from home.

It was bothersome not seeing the students, though. Students were required on the first day to turn on their cameras. They also had their cameras on during exams. Students resisted allowing us to see them on video, so I decided this is one battle I will not fight, at least not then. After one year, I was a bit restless. I could use an afternoon on the beach.

A Journey to Entrepreneurship

By Falih M. Alsaaty, PhD. &
Hany F. Makhoul, PhD.



Uchechi Tatsa was born in a village in a poor Sub-Saharan African country. At an early age, she became interested in artistic creations, the contributions of artists to society, and the art business. Uchechi saw her mother, who was an art teacher, helping students to improve their artwork. She often saw her mother admire the paintings of some of her students, and wondered if they would ever be recognized as gifted artists beyond their small community. These experiences shaped Uchechi's thinking about the importance of both business and art in improving the quality of life in small communities and in the society at large.

After high school, Uchechi received a scholarship to study painting and the art business in an Arts and Music College in New York. After her successful first year in college, she began to dream about starting a business that would market talented high school students' oil paintings to be imported from several countries.

Uchechi knew that her love of art was not enough to be a successful entrepreneur. She was curious about what motivates

entrepreneurs to assume the risk of starting a business, and about the qualities needed for success. In her entrepreneurship classes she learned that entrepreneurs are less inclined to work for others, because of:

- The desire for independence and becoming one's own boss;
- The desire to introduce innovative ideas, services, business models, or products;
- The desire to avoid the constraints that large companies impose on innovative employees to avoid the risk of failure;
- The desire to be a decision-maker, not a decision-taker; a leader, not a follower;
- The desire to think outside the box to contribute to society and the marketplace; and
- The desire to maintain a family tradition.

Choosing a Business Model

After considering alternative business models, Uchechi decided to market her paintings online. She believed that a well-designed, user-friendly, and informative Website would help her reach, and interact with, the largest number of customers at the lowest possible cost, especially

if the website is linked to other popular Websites like Google Search, eBay, or Amazon.com. Lower operating costs would add to the venture's competitive advantage, and hopefully, result in lowering prices and realizing higher returns on sales.

To acquire oil paintings that would be sold through the internet, Uchechi believed that she would have to establish a broad network of suppliers with in art departments in high schools in many countries that have not previously been known as sources of quality oil paintings or other contemporary art objects. The purpose was to provide those artists with an opportunity to access the world market without leaving their home countries.

At this point, Uchechi decided to put together a business plan that would give a clear description of the business, her future expectations as well

as marketing and financial projections for several years.

Uchechi also learned that the rate of new business failures is high. In a magazine article, she read about some of the reasons for failure which included having unrealistic expectations, poor management skills, inability to listen to opposing opinions, blaming others for their mistakes, inability to adapt to unexpected conditions, overestimating themselves and the desirability of their product, believing in miracles, and inability to find the right amount and kind of funding. Among those reasons, her lack of managerial experience concerned her the most, but she thought that being a quick learner and seeking advice from experienced entrepreneurs and consultants would help her.



Seeking Outside Help

As she has learned from the courses that she took, new entrepreneurs, who had no prior business experience, may not be able to do all the necessary planning just by themselves.

Accordingly, Uchechi intends to seek the help of legal and accounting specialists.

Advice would also be sought from the Service Corps of Retired Executives (SCORE), which provides free consultation to entrepreneurs in order to eliminate any gaps in planning. Another action she intends to take is the appointment of an advisory board, composed of experienced entrepreneurs who, as mentioned before, would provide guidance and market-tested ideas.

To acquire the initial capital, or seed money, that is needed to get her venture started, which she estimates at \$100,000-\$200,000, Uchechi is inclined to favor resorting to some venture capital firms (VCs) in New York. Those firms provide some financing and expertise to promising new and growing businesses. In addition to Uchechi's concerns about getting the required start-up capital, she is wondering about the steps that need to be taken to move the venture from the planning phase to become fully established and active in the art market. Uchechi was excited about her business idea but, like many other entrepreneurs, didn't know if she could turn that idea, her dream, into a real successful business.

"A WELL DESIGNED WEBSITE WILL HELP HER REACH THE LARGEST AUDIENCE"

This story is about an entrepreneurial journey many future business owners take around the world. Each person must deal with the same challenges Uchechi does which can be

summarized in four important steps. First, she must document the quality and voracity of her business idea. In other words, this is a good idea regardless

of who exploits it and this claim has to be backed up with data and objective facts. Second, she must convince funders that she has the managerial ability to make this dream into a successful business. Since she has no prior experience, which is not uncommon for entrepreneurs, this will be a real challenge for her. Third, she must show, again with facts and data, that she can make money and that the business will be very profitable. How can she document her ability to make \$500,000 with a 40% profit margin the first year she is in business? She has to be able to do this because high risk investments require high potential returns. And last, she has to show that the business is sustainable.

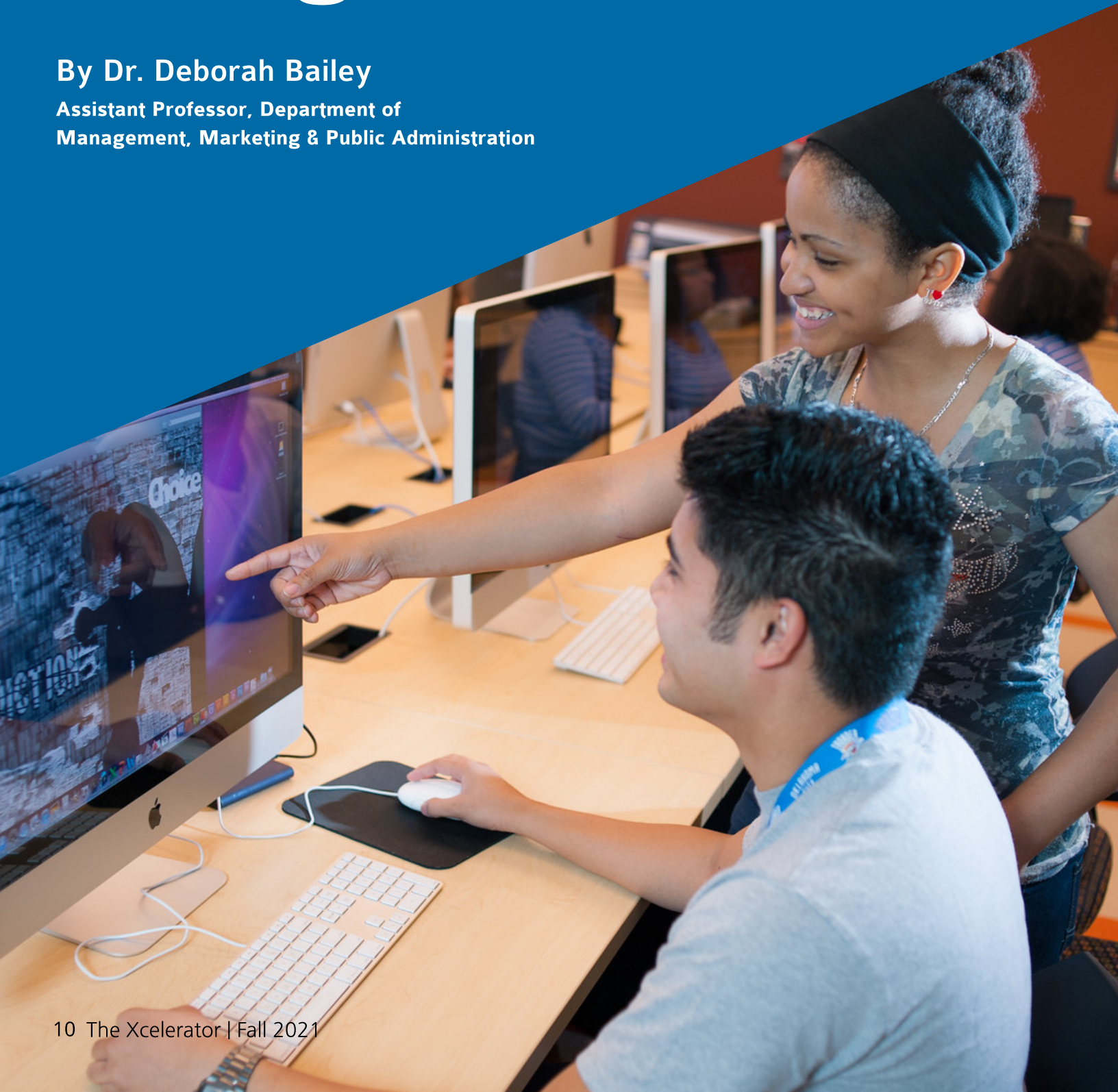
In the College of Business at Bowie State University, students learn ways to approach and accomplish each of these steps in our undergraduate entrepreneurship major and other courses to supplement the major. Many of the faculty members are successful entrepreneurs and know from experience what it takes to start and grow a business to profitability and sustainability. Our mission is to identify, develop and prepare many Uchechi's for success as future entrepreneurs and small business owners.



Entrepreneurship Takes Off In BSU's College of Business

By Dr. Deborah Bailey

**Assistant Professor, Department of
Management, Marketing & Public Administration**



Aaron French explored the potential market for the new product he planned to unveil during the Fall 2020 semester in his Management 441, Entrepreneurship & New Enterprises course.

“The idea is still in development” said French, a Management senior from Baltimore who is already an entrepreneur but took the class to gain new inspiration and sharpen his skills.

“This class is helping me think ‘outside of the box’ and be more creative when it comes to planning my business. This course is helping me discover more of my abilities and skills and teaching me what it means to have the mindset of an entrepreneur,” French added enthusiastically.

MGMT 441 was taught in the Fall 2020 semester as a pilot course for the College of Business’ (COB) proposed new concentration in Entrepreneurship, an initiative started by Professor Jainaba Ceesay, who is introducing her passion for helping students and faculty colleagues imagine new ways to solve problems in the marketplace and COB.

“MGMT 441 is being used to introduce the elements of modern entrepreneurship to students. It is a venture creation course,” said Ceesay, herself an experienced entrepreneur. Many of Ceesay’s innovative ideas for Bowie’s COB came from her own experience as an MBA student after taking a Lean Start Up and

Business Model Generation Entrepreneurship Course.

“Students in MGMT 441 have a proposed idea and problem they want to solve,” said Ceesay. “They will create a sample or minimum viable product (MVP) and engage in the customer discovery process, where they will generate and incorporate feedback into their existing products or services.”

“The power of this feedback process is that it empowers students to either Pivot or Persevere with their plans to bring new products or services to market” Ceesay said.

The COB’s new concentration in Entrepreneurship is being researched through the College’s Strategic Initiative Task Force, assembled by Dean Lawrence McNeil in the Summer of 2020, to examine the current curriculum and find innovative ways to infuse Entrepreneurship, Leadership and Internships throughout the undergraduate journey of BSU’s business majors.

“We are putting together an academic program that will envision the future,” Ceesay said.

BSU’s College of Business students will need new skills to build a business, or to enter the job market with that entrepreneurial mindset; one that enables students to envision new products, services and innovative ways to solve complex contemporary problems “added Ceesay.

“When the work of the Strategic Initiatives Task Force is completed, the College Strategic Planning Committee will be ready to consider new courses and BSU partnerships, such as Foundations for Entrepreneurship, Design Thinking, Social and International Entrepreneurship, the Business of Fashion, Arts & Music, Monetizing Content Creation, Healthcare Entrepreneurship, Technology and Finance Entrepreneurship.”

“This Entrepreneurship initiative is being conducted as a purposeful





Entrepreneurship Academy students brainstorm ideas during a session with Prof. Ceesay

and intentional collaboration among all COB stake holders including students, faculty, staff, internal and external industry experts,” said Ceesay. “We have conducted interviews, and focus groups and distributed surveys,” she said.

Ceesay and COB stakeholders are currently designing an ‘all hands-on deck’, 21st century, high impact learning, entrepreneurship curriculum. “BSU students will have access to the best coursework available,” Ceesay said.

Dr. Dayo Oyelele, Assistant Professor of Management, Marketing and Public Administration has recently been appointed faculty coordinator of the new Entrepreneurship Concentration and is excited

about the direction in which the College of Business is heading with this initiative.

“The new Entrepreneurship concentration is poised to encourage multi/interdisciplinary collaboration within COB and other Colleges on campus,” Oyelele stated.

“Students from a wide range of disciplines (Nursing, Natural Science, Fine and Performing Arts, Social Work, Computer Science, Technology and Security, Communication, Finance, and Public Administration) will receive foundational entrepreneurial mindset knowledge and at the same time create their own paths,” he said.

“Our role as faculty will be to teach, coach, mentor, facilitate,

and provide the resources, tools, and techniques students will need to create their unique paths in the marketplace, community and beyond,” Oyelele added.

Aaron’s big product “reveal” happened at the end of Fall 2020 semester, and he believes the course has shown him the connection between product development and creating wealth for business and community.

“This class is teaching me that developing a product or service has the potential to improve standards of living and create wealth, not only for us as individual entrepreneurs, but also for related businesses and ultimately the community,” he said.





MPA Re-Accreditation

Not Even Covid-19 Could Stop COB's Public Administration Program's Re-Accreditation Earned Through 2026

By Dr. Deborah Bailey

Assistant Professor, Dept of Management, Marketing & Public Administration

Faculty, staff and students of BSU's public administration program celebrated an impressive and most unique milestone in the program's history. The Master of Public Administration Program earned re-accreditation in the Summer of 2020 from the Network of Schools of Public Policy, Affairs, and Administration (NASPAA) through 2026 with a unique and historic twist.

NASPAA is the global accrediting body for more than 300 Public Affairs

programs throughout the world. "The COB's Masters in Public Administration is the only accredited HBCU program in the region and one of only a handful of accredited programs in the nation," said Dr. David Abrahams, current Program Coordinator for the MPA Program and Chair of the Management, Marketing and Public Administration Program for the College of Business.

A small, but dedicated faculty co-hort with teaching responsibilities in the MPA

program worked through holidays and breaks in 2019 and early 2020 to prepare the accreditation report, only to find the site visit, scheduled for late March 2020, suddenly in jeopardy. Bowie and schools across the nation were closing down and transitioning to on-line instruction in mid-March. It was a transition that continues to our present moment.

But NASPAA Chief Accreditation Officer, Martha Bohrt was as resilient as the MPA faculty. Everyone



wanted the site visit to continue in spite of the Covid-19 shut down happening across the world. Bohrt and the team assigned to review the MPA program at BSU agreed to conduct NASPAA's first "virtual" site visit in late March 2020 using Zoom technology, at a time when the world was just getting acquainted with the platform.

The NASPAA Accreditation team met virtually with Dr. Breaux, other administrators

across campus, Dr. McNeil, Dr. Abrahams and the MPA faculty. Current students and alumni also held their own Zoom conferences and were encouraged to play a role in the re-accreditation effort.

"I was honored that the re-accreditation team still wanted to meet with students to hear our recommendations for the program with all that was going on with the Covid-19 shutdowns," said Kasandra Carter, current MPA

student.

"You have to remember, every detail about the virus was new in March 2020. None of us knew how the meeting with site visitors would turn out. But it was fantastic," said Carter. "It helped students understand the big picture about our MPA program."





Data Analytics Concentration Approved by Maryland Higher Education Commission

By Dr. Deborah Bailey

Dept of Management, Marketing & Public Administration

On November 24, 2020, the Maryland Higher Education Commission (MHEC) awarded BSU the new concentration in Data Analytics, a high demand academic concentration that will allow BSU to provide cutting edge courses designed to make students proficient in generating insights from data by connecting patterns, understanding trends and generating insights from complex data sets.

“The program meets the Code of Maryland Regulations (COMAR) requirements and demonstrates potential for success, an essential factor in making this decision,” said MHEC Secretary, Dr. James Felder who authorizes all program level changes in higher education programs for

the State of Maryland.

“This new designation represents a significant update to our COB programming and a real opportunity to broaden our data analytics and related course offerings. The new concentration will be housed within the MIS Department and began in Fall 2021,” said Dean Lawrence McNeil in announcing MHEC’s decision to faculty immediately after Thanksgiving break.

Professor Azene Zenebe, Chair of the Management Information Systems Department and Associate Professor LaTonya Brown Robertson designed the data analytics concentration proposal in fulfillment of a three-year \$400,000 NSF Grant to Infuse Data Science and Analytics in the

Undergraduate Curriculum. The grant was conducted in collaboration with the Natural Science and Computer Science departments at BSU.

Zenebe said the new concentration will give BSU students a distinct advantage with the skills business needs now. “The application of emerging and advanced information technology to automate and manage data and data processing activities including data cleaning, integration, extraction, loading and transformation as well as for entrepreneurship and innovation endeavors, will give students in the program great opportunity or leverage to succeed in a data, analytics, information, knowledge, and IT-driven digital economy and world.”



College of Business Students

Earn First USM Leader Badges for Bowie State

Five of our own exemplary BSU achievers helped the COB blaze new trails with the University System of Maryland by earning the USM Leader Badge.

By Dr. LaTanya Brown-Robertson

Professor, Dept of Accounting, Finance, & Economics

Five of our own exemplary BSU achievers helped the COB blaze new trails with the University System of Maryland by earning the USM Leader Badge.

Adebola Adekoga, Ariel Glover, Barisat Haroon, Alyssa Logan and Nnodozie Ogbonna served as Undergraduate Learning Assistants in the College of Business last year, earning the new University System of Maryland Leader Badge, part of a pilot initiative sponsored by the USM.

The “badging” system was started as a pilot program by the William E. Kirwan Center for Academic Transformation. The Leader Badge, earned by the five COB students named above, is one of eight honorary “badge” designations being piloted by selected USM campuses, including Bowie State.

The badges are earned by student participation in specific curricular and co-curricular activities that meet requirements of, in the case of BSU students, Leadership Development. The badges provide a means of ensuring employers that students have been

exposed to specific skill-set challenges and graduate ready to work with necessary skills for career success.

Surveys consistently reveal employers’ concern that college graduates lack career-ready skills such as collaboration, communication, and problem solving, according to a report issued by USM’s Kirwan Center.

What are those skill sets for the leadership badge?

- Assessing individual and collective strengths, weaknesses, and capacities to achieve the desired goal.
- Engaging diverse or competing perspectives.
- Motivating others.
- Articulating a vision and strategy.
- Organizing, prioritizing, and delegating work, roles, and responsibilities.
- Reflecting on how one’s leadership affects process and outcomes and adjusting as appropriate.
- Reviewing outcomes and assessing implications for future plans.

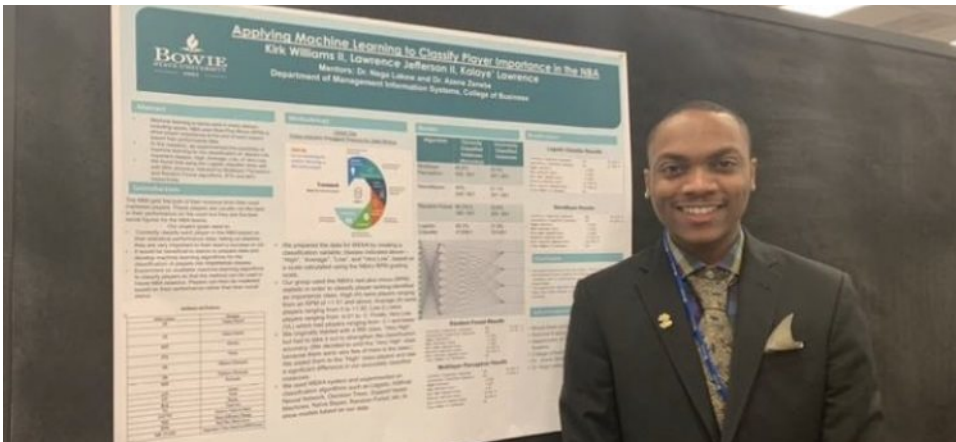


COB

Students Stand Up and Stand Out In National Competitions

By Dr. Deborah Bailey

Dept of Management, Marketing & Public Administration



technology to reach diverse communities and address the digital divide in healthcare, education and low income communities.

Ibidapo and Smith pitched a plan to use digital technologies to develop a home classroom transformation model for underserved communities.

"There is a digital divide, and so we were able to bring our personal interests and passions together to find a solution that's actually going to impact an area that will leave a mark," said Ibidapo, who aspires to become a business or franchise owner.

"Participating in this challenge caused me to think critically about solutions that have never been implemented before. I wanted to challenge myself in a way that I had never been challenged before."

In celebration of International Education Week in November 2020, six College of Business students competed in a five-day, virtual International Business Agility Labs: Accounting competition, hosted by the University of Maryland Robert H. Smith School of Business Center for Global Business.

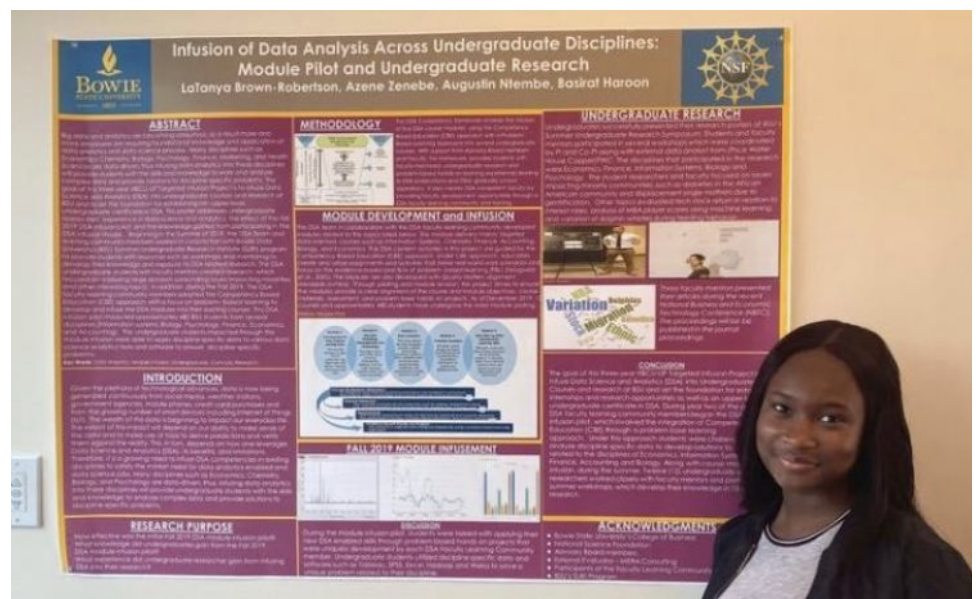
Adesola Adesoye, Dajah Chambers, Unique Griffins, Brianna Hooks, Staie Raphael, and Deja Vohendricks, represented BSU in competition in three teams alongside students from the University of Maryland and Ashesi University of Ghana, Africa, and The University of Hong Kong and Hong Kong University of Science and Technology, both in China.

"This experience was eye-opening about diversity more than anything else. I am still amazed at how we all managed to find the time to work together and do our parts despite our different everyday lives and time zones," Hooks said.

Two MBA students also made headlines as they emerged to the national semi-finals at AT&T's first Innovation HBCU Challenge Competition. Israel Ibidapo and Akili Smith, both received their undergraduate degrees at BSU and are enrolled in graduate programs in the COB. Ibidapo and Smith competed against 15 teams from HBCU's across the nation. Student teams were challenged to devise plans to utilize AT&T's new 5-G

Of these six Bulldog competitors, Chambers and Hooks competed on international teams that took first place honors at the competition. All of the BSU competitors entered the Agility Labs Competition with advanced training in the Business School's entrepreneurship centered courses.

Hooks, who earned her BA from the College of Business in spring 2021, said the experience in working in mixed teams with classmates in Ghana, Hong Kong and down the street at U of M was invigorating.



College of Business Students Reflect on the Pivot

BSU College of Business students and alumni reflect on the pivot, new directions and decisions they were forced to make last year, as our campus, nation and world entered new territory with the advent of the Covid-19 global health pandemic. Students, like all of us, found creative new ways to navigate the uncharted waters of Covid-19.

“My strength in working with a team increased dramatically. My challenge was not being able to reach someone directly in person. For example, before Covid-19, I would be able to walk into an instructor’s office on campus. Instead, I would have to schedule an appointment or email to talk most of my concerns out.”

“However, one opportunity that came about during this time was that ESPN connected with me virtually about possible job offers in the future that use Machine Learning. Still, my biggest barrier was not being able to find a hands-on job working with sports because of the Covid-19 pandemic.”

- Kirk Williams, Senior, MIS

“I had the great opportunity to intern as Saxby's Student CEO for the Spring 2020 semester. Saxby's offers an experiential learning program where I managed the café for course credits. I was able to work outside of the classroom, learn team development skills, community leadership skills and financial management skills. I felt blessed to have been offered this amazing opportunity.”



Danae Stewart, Saxby's CEO, Spring 2020



flow. To overcome that challenge, I had to draw on my strength of perseverance. What I did to persevere was go back to my usual schedule, regardless of the fact everything was online. I began to wake up early again, getting back to following my schedule so that I could maintain my grades.”

- Ramar White, Senior, MIS

“Over the past year, networking has been vital working from home. Staying connected with recruiters and entrepreneurs on LinkedIn has been a significant way to help me stay engaged with those across the country. Building and maintaining those relationships during such unprecedented times lead to new opportunities. Since the global pandemic began, I have enrolled in CPE courses, participated in various leadership workshops, and even contributed greatly through my internship this summer.”

-Zachary Wages, Senior, 2020-2021 NABA Chapter President

“A main barrier I experienced was with the interruption of Covid-19, I had to close down the café and try to run it` from a home setting.”

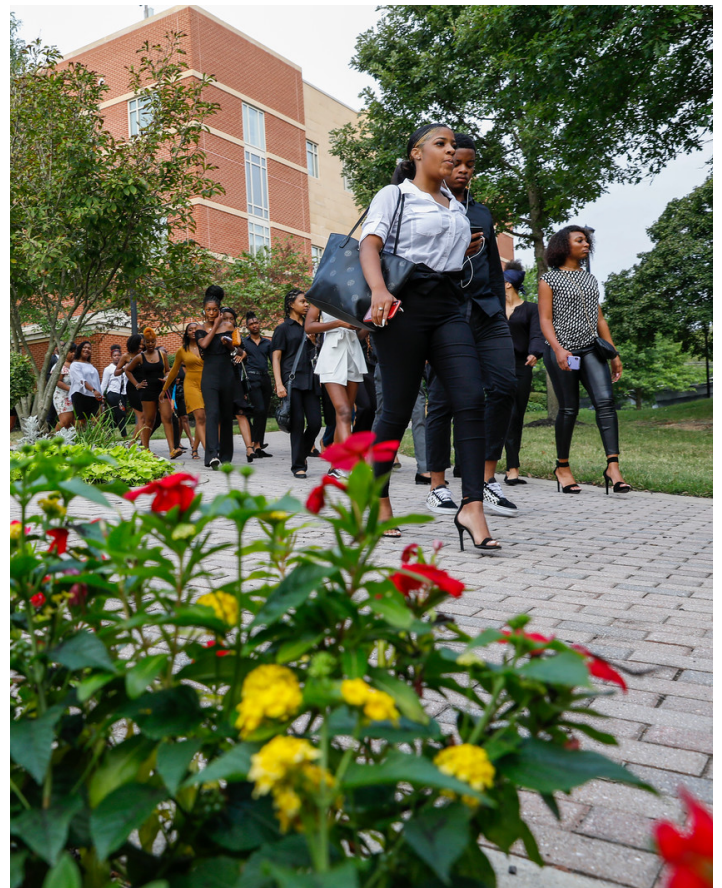
- Danae Stewart, Senior, MMPA

I missed physical interaction with my peers and engaging them during class sessions. During lectures we would have discussions where everyone would be engaged. When you are face-to-face, one dialogue would create an environment which would promote further discussion.”

“One thing I didn't miss is having to park far away from the building where my class is located.”

- Stephanie Spencer, Senior, MMPA

“The shift to remote learning had a huge effect on my drive to school. I went from waking up early to prepare for classes, having a schedule for my days, to just rolling out of bed, turning on my computer and watching my classes and just going with the



"In Spring 2020, I drew upon the strength of resourcefulness as my company altered direction and expanded from Federal Contracting to more Corporate clients, with the ability to take on more biohazard/Covid cleaning."

"I missed the physical interaction and conversation held in person - especially Prof. Lowry who has been an exceptional mentor and campus resource. The least - the commute! I commute from NW D.C. and the unpredictable Beltway was quite often foe over friend!"

-Andre` Ajaye, Senior, MMPA

"As the former president of BSU's NABA Chapter, I've always had a lot of work on my plate. I've learned how to manage my time and prioritize tasks in the best way possible. So when the pandemic hit, I thought of it as an opportunity to maximize my study time not only for my last semester of classes but for professional certifications. Having the ability to manage all the free time I had helped me build my confidence in the abilities I am bringing into the workforce."

"I believe the COB could play a big role in guiding external partners to achieve their inclusion goals in the workplace. One major opportunity is having a virtual networking session or networking sessions with the partners and the students of COB. Inviting those star students would help partners have access to diverse, hardworking students. It would also show the students that there are still many opportunities during this time."

- Talitha Johnson, Class of Spring 2020, Accounting Major, Former NABA President (pictured on cover)

"As an alumni of the College of Business at Bowie State University, I can identify that the practices of the COB encourage open communication on campus and digitally. During my tenure in the Masters of Public Administration program, we learned the functionality of government does not stop during a natural or manmade disaster. Instead, the practitioners are required to mobilize while creating stability and remaining operational."

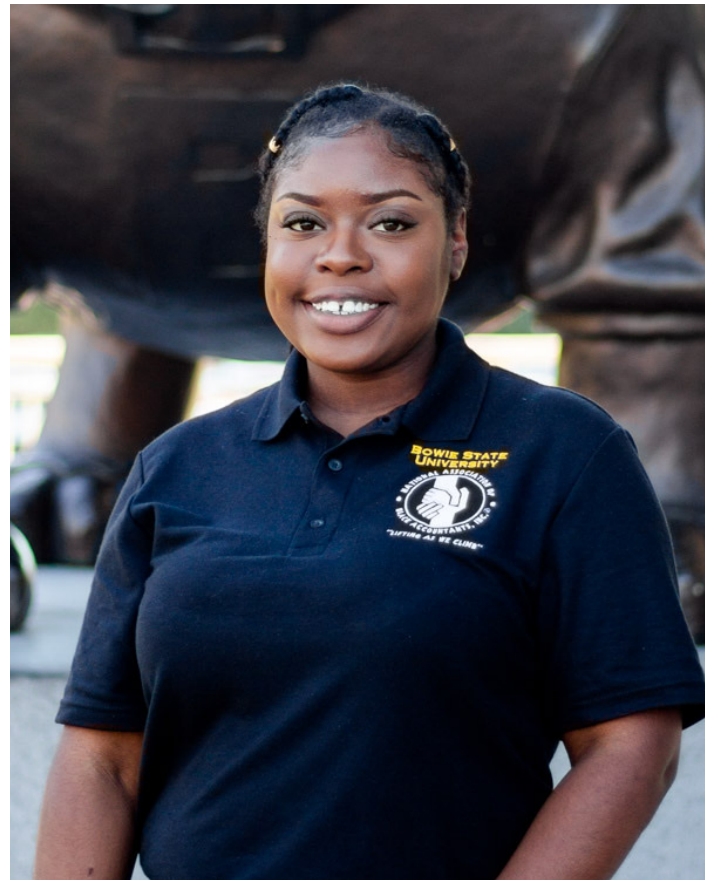
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"While taking Intergovernmental Relations, we dove into the systematic failures of governmental responses to Hurricane Katrina. It was this study that ignited a flame in myself to be as effective and efficient as possible in my role at my current Federal agency during COVID-19."

"As more agencies are focusing on improving their diversity, equity and inclusion practices, the COB must encourage its students to be instrumental about our needs. We must strategically develop internal and external committees to improve conditions of hiring and promoting practices of African-Americans. Returning to campus post-pandemic can mean affording the opportunity to assist with creating committees to work with stakeholders in developing a plan of progression for COB students as we enter into an unfair workforce during and following a global pandemic."

- Devron Elliott,

Class of Spring 2020, MMPA





COB Expands Horizons - Welcomes Three New Staff



The College of Business is getting down to business at the start of the 2020-2021 academic year. Three new staff recently joined our ranks, adding value and expanding our reach in the critical areas of assessment, internship acquisition and data analysis.



Joshua Adeyemi Adebambo started at the COB as **Data Analyst** in August 2020.

Every sports fan knows the immeasurable value of the “assist.” A good “assist” in basketball or football makes all the difference. Joshua is that “assist,” with respect to data analysis needs required by Dean McNeil and Nedra Mahone, our new Assessment Coordinator. Joshua will provide and conduct college-wide data analysis of enrollment, DFW rates, advisement, and other areas as needed. So, the next time you see Dean McNeil give a flawless, detailed report with good data - just know that Joshua has made another game-winning assist!

“I love data and the stories that can be told more effectively with good data. I appreciate the role of making my team look good by pulling together the right information,” said Joshua.

Nedra Mahone joined COB staff for the second time in early September as full-time **Assessment Coordinator**. Nedra provided invaluable support for the COB re-accreditation process with ACBSP in 2018-2019. Now she is back with us full time to serve as our anchor in the maintenance, enhancement, and implementation processes to make sure our academic assessment is second to none.

“I’m happy to be back and to continue building on the foundation we created together during our ACBSP assessment preparation process and site visit,” Nedra said.

Andrea Davis, Internship Coordinator for the College of Business started in July 2020. Every good business publication documents the difference an internship makes for college students. A good internship experience broadens the options available to students and prepares them to transition with confidence from their academic journey to the professional world.

Andrea arrives at BSU with a wealth of experience from both the educational arena and clinical research that she will use here at the COB to snag those top shelf internship and pre-professional experiences for COB students. Andrea is charged not only with developing internships but ensuring every COB student has that professional mindset that will land them at the front of the line, come job search time.

“I believe the skill-sets I have developed enable me to serve as a valuable team member in the COB and support the acquisition of outstanding opportunities for our students,” she said.

“All three of these talented new hires have already made contributions to our Race to Excellence in the COB,” said Dean Lawrence McNeil. “We welcome them with enthusiasm.”



Faculty Research, Grant, and Professional Recognition Fall 2020

The following research, grant and professional accomplishments by COB faculty were celebrated in Fall Semester 2020. Faculty persevered in the face of Covid-19 restrictions to publish groundbreaking work, pursue grant opportunities and accept professional recognition. We congratulate all of our outstanding faculty for their service and contributions to their respective disciplines.

Andrea Calloway

BSU Business Students to Use Data Analytics to Find Solutions for Case Studies

Students at Bowie State University are being primed for the digital revolution in business, working with industry experts to analyze real-life supply chain challenges and using the latest technologies, thanks to a \$10,000 grant from PwC, the world's second-largest professional services network.

Analysis of business scenarios, like Apple's global scramble to find suppliers for iPhone parts early in the COVID-19 pandemic, will be the foundation of the skills-based course content being developed by Andrea Calloway, faculty in the BSU Department of Management Information Systems. Her students will apply data analytics techniques to these case study-driven problem sets using software like Tableau and work with PwC professionals to develop innovative solutions. Undergraduate and graduate students, focusing in business disciplines from accounting to marketing, will have the chance to experience these lessons. Students will also use the PwC Digital Fitness Assessment mobile app to stay current with their knowledge of tech trends in business, even outside of class.

Calvin Johnson

Calvin Johnson Recognized for His Expertise by the National Academy of Public Administration

A veteran civil servant and Bowie State University lecturer in the College of Business, Mr. Johnson was selected for induction as a prestigious [National Academy of Public Administration \(NAPA\) Fellow](#), recognizing his distinguished leadership and expertise in public service.

Calvin Johnson is one of 45 members of the 2020 Class of Academy Fellows, who were officially honored at NAPA's annual Academy Fall Meeting, in Nov. 5-10. The NAPA Fellows is an exclusive group of more than 940 public service practitioners from around the nation. The Fellows are public managers and scholars, business executives and labor leaders, current and former cabinet officers, members of Congress, governors, mayors, state legislators and diplomats.

Tibebe Assefa, Sunando Sengupta and Satina Williams

Congratulations go out to Drs. Assefa, Sengupta, and Williams on their recent **Best Paper Award** from the National Association of Business, Economics, and Technology Conference!

This paper was co-authored with 3 students as part of the SURI research activities this past summer. The students are: Noel Knott, Joekorvaya Sallia, and Bobby Stanley.

Kavita Kapur, LaTanya Brown-Robertson, Azene Senebe and Falih Alsaaty

Congratulations to Dr. Kapur and the entire Data Science and Analytics team for their recognition in the Capital Gazette! Our data analytics capacity is growing every semester and, through these student-centered trainings, the positive impact on student development is clear.

Wendy Edmonds

Congratulations Dr. Wendy Edmonds and co-authors on getting two papers accepted at the International Leadership Association 22nd Annual Conference, November 5-9, 2020!

1) Using Toxic Followership & Servant Leadership to Explore Survivors of Domestic Violence & Faith Leaders - Researchers Wendy M. Edmonds, Ph.D. and Davitta B. Ealy, MS - Domestic violence is color-blind and disregards economic status, race, and religion. An average of twenty people experiences intimate partner physical violence every minute in the United States. This presentation will focus on a study that explored how church leadership impacted the lived experiences of survivors of domestic violence as followers of faith. Leader-follower relationships were examined using toxic followership and servant leadership as frameworks.

2) Taking the Lead in Diverse Spaces - Featured Panelist to discuss followership and cultural intelligence - Wendy M. Edmonds, Ph.D., Robin Roberts, DM, Phyllis Brooks Collins, Ph.D. Lonnie Morris, Jr., Ph.D. - As we cross into this new decade, leaders must establish new ways of thinking to alleviate the “edginess” currently resonating in the struggle to lead a diverse and inclusive workforce. This is especially true as women and minorities vie for status and power in organizations to minimize dissonance they currently face. Participants who attend this panel discussion will learn how to develop new leaders and followers who are creating traction in the equity of diversity and inclusion. Panelists will share compelling information found in research and in practical settings that demonstrates the progress made in leading diverse people in organizations.

The ILA was created in 1999 to bring together professionals with a keen interest in the study, practice, and teaching of leadership. **Today, ILA is the largest worldwide community committed to leadership scholarship, development, and practice.** We accomplish our mission through the synergy that occurs by bringing together our members and partners; collectively having a multiplier impact on leadership and change.





Dr. Sunando Sengupta

Falih Alsaaty, Ella Carter and Sunando Sengupta

Congratulations are in order for Drs. Sengupta, Carter, and Alsaaty on their recent coauthored publication!

The paper has been accepted for publication in the **Research in Business and Economics Journal** under **Academic and Business Research Institute(AABRI)**. The title of the paper is "**Artificial Intelligence: The path for Entrepreneurial Opportunities**".

Fahlil Alsaaty

Congratulations go to Dr. Alsaaty on his recent journal publication of "The Rise and Fall of Small Business Enterprises" in the Open Journal of Business and Management, Scientific Research Publishing, 2020, 8(4),1908-1915. The paper is co-authored with Hany H. Makhlouf, Ph. D. of UDC. An excerpt of the paper is featured in this magazine on pages 7-9, view the full paper here:

<https://www.scirp.org/journal/paperinformation.aspx?paperid=101924>

Tibebe Assefa, LaTanya Brown-Robertson, and Azene Zenebe

Congratulations go to Drs. Assefa, Brown-Robertson, and Zenebe on their recent publication, "Tech Stock Returns and Empirical Analysis of CAPM." Their work has been accepted for publication in the Journal of Accounting and Finance (Volume 20, Issue 5).

JAF is indexed by UMI-Proquest-ABI Inform, EBSCOhost, GoogleScholar, and listed with Cabell's Directory, Ulrich's Listing of Periodicals, Bowkers Publishing Resources, the Library of Congress, the National Library of Canada, and Australia's Department of Education Science and Training. Furthermore, JAF has been affirmed as a scholarly research outlet by the following business school accrediting bodies: AACSB, ACBSP, & IACBE.





President - Dr. Aminta Breaux
Dean, College of Business - Dr. Lawrence McNeil
Editor-in-Chief - Dr. Deborah Bailey
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Ms. Gwenda Clark

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College of Business:

bowiestate.edu/academics/colleges/college-of-business

Phone: 301-860-3590

Email Address: collegeofbusiness@bowiestate.edu

Cover: Ms. Talitha Johnson, Class of Spring 2020 standing in front of a statue of the school mascot, the BSU Bulldog.

Photos:

Page 4 Image - BSU campus, JEP Building

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Page 15 Image - BSU campus, COB Building

Page 23 Image - BSU campus, JEP Building

Page 29 Image - BSU campus

Page 30 Image - BSU campus, Eternal Flame

Back Cover: BSU Social Media



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