



College of Business students improve their typing skills, January 1969.

The College of Business

The College of Business, the middle child of EMU's five colleges, experienced tremendous growth in its early years. The Normal College's first business-related program for teachers of commerce graduated two students in 1913. That number increased to 32 by 1915. A short 11 years

after beginning to offer business education courses, the Normal offered its first bachelor's degree related to business.

By 1939 the program for teachers of commerce had blossomed into a full-fledged Department of Commerce, with two faculty members attached. Several

curriculum and name changes followed, until the department became the College of Business on April 16, 1964. Earl Roth was appointed as the first dean, and the College's initial enrollment of 853 students more than doubled in three years. Accreditation by the American

Assembly of Collegiate Schools of Business (now AACSB - the International Association for Management Education) followed in 1973, bringing added distinction. Of all business schools in the nation, fewer than 20 percent hold such accreditation.

The Commercial Course offered in the 1913-14 catalog came into being because the value of commercial instruction in the high schools depended "upon the efficiency of the teacher," Egbert R. Isbell wrote. "Successful teaching of commercial branches are scarce for the reason that too few schools are training them." With the advent of the Bachelor of Science in Business Education in 1929, the Normal took steps toward training teachers for Junior Colleges, and a beginning was made in the direction of training for a non-teaching vocation.

Although the programs in business education at the Normal grew rapidly, none of the commercial work was taught at the College. Commercial courses (penmanship, spelling, English, business correspondence, business arithmetic, shorthand, typewriting, commercial law, bookkeeping, accounting and auditing, office practice, teaching method and observation, and practice teaching) were taught at affiliated business colleges including Cleary College in Ypsilanti, Ferris Institute at Big Rapids, the Detroit Business Institute, and the Detroit Business College. This arrangement continued until 1939, when the Normal dissolved affiliations and established its own Commercial Department.

When Eastern Michigan College became a university, the administration

organized several departments of instruction into two colleges and an area designated as "Departments Not Assigned." The Department of Business Studies fell in the last-named category, with the understanding that it was to become a College of Business in due time. As noted earlier, that event occurred in 1964.

Since that time, the College of Business continued the tradition of growth and excellence established in 1913. With 3,300 undergraduate and 700 graduate students, the College has become the third largest business college in Michigan. Its graduates have the highest average starting salaries of any EMU graduates.

The College established a weekend MBA program, designed to serve the needs and schedules of businessmen and women.

The construction in 1991 of the 120,000-square-foot, \$33-million Gary M. Owen College of Business Building made achievement of these and other successes easier for the College of Business. The new space allowed an improved MBA curriculum with five new concentrations and the creation of a joint MBA program with the Export Academy of Germany. The College created a unique interdisciplinary program, International Business and Technology, in cooperation with EMU's World College and the College of Technology.

Indeed, a focus on international business has characterized EMU's College of Business for more than a decade. Currently the College offers cooperative opportunities with businesses



A student doing architectural plans on a light table in the College of Business, June 1983.

in nine nations – Australia, Canada, England, France, Germany, Mexico, Venezuela, Spain and Japan – as well as the United States. The Master of Arts in Language and International Trade offered through the College of Business and the World College ranked 11th in the nation in 1990. *International Business* magazine named EMU's College of Business to a list of nine "Who's Who in International Co-op Programs."

Connections with the nearby automotive industry continue to strengthen. Chrysler Corporation (before its merger

with Daimler) selected the College as one of its "fourteen key universities." General Motors donated more than \$200,000 to the College's New Century Campaign. Ford Motor Company employs more than 1,300 College of Business graduates.

"Future success will be found in enhancing and building upon past and present achievements," Stewart Tubbs, former dean of the College of Business, said in 1995. He explained that "real world" efforts made the College of Business successful. One of the College's top

priorities "was to focus on student communication skills, both oral and written, technical competence in computer literacy, and practical application outside the campus in the real world." Tubbs added that, "The most important contact we have with the community is through our internships and co-op experiences where students work in companies, because we think it's sort of a myth that the University is not in the real world. In the business school – that's not the case."

Tubbs pointed proudly to the College's success in its fund-raising



Students Mark Holt and Sue Johnson try out a "virtual classroom" in the College of Business, January 1998.

efforts: "We've broken every record in the ... history of the University for any college." Tubbs' perception of the practical College extends to his vision of the future. "I believe the 21st Century will become the 'Century of Teams' ... not only in business, but in all major aspects of society. ... As organizations are required to become more differentiated or specialized, there is also the increased need for disparate functions of the organization to be more closely integrated. Therefore, cross-functional teams are becoming a basic organization necessity." The evidence of Tubbs' strong belief rests in the many joint and cooperative programs of which the EMU College of Business is a part.

Team-oriented programs that the College of Business created or partici-

pates in are numerous. They include the New Century Program, the Corporate Education Center, the Center for Entrepreneurship, the Management Behavioral Lab, the Department of Accounting Tutoring Lab and the Bonisteel Production Lab.

Started in 1988 and based on the input of several hundred corporate executives and business school deans, the New Century Program is designed to make the College of Business more responsive to the needs of the business community. The program is a comprehensive effort that involves administration and faculty changes, curriculum amendments, as well as new entrance and exit standards.

President John Porter endorsed the Center for Entrepreneurship in 1986 "to



Paying attention in a business class, May 1972.

promote more successful and widespread entrepreneurship among Michigan's citizens." The center folded in the mid-1990s. However, Porter's aims are still met in the endowed Chair in Entrepreneurship that received funding from the center's original endowment.

The Corporate Education Center, designed to provide seminars and classes for business professionals, has since become the Eagle Crest Conference Center. The center still holds seminars, but is operated by the EMU Foundation. The center at one time operated in cooperation with the College of Business to design and offer advanced learning

opportunities in a conference center environment.

The Management Behavioral Lab utilizes the looking glass simulation from the Center for Creative Leadership to simulate the managerial roles in a glass-manufacturing company. While students act to prioritize and solve multiple problems within this organization, trained graduate students observe and assess student skills. The feedback from participants and observers of the simulation provides information that helps students formulate a career and developmental plan to enhance their strengths and identify skills they should develop if they

are to become effective managers.

The Department of Accounting Tutoring Lab provides assistance for College of Business students enrolled in accounting and statistics courses. The team that operates the lab logged more than 4,000 student visits in its first two years.

A team of College of Business professors designed the Bonisteel Production Lab to help students develop their analytical skills in production/operations management. Lab time prepares students to function and thrive in advanced manufacturing and service environments.

The pride taken by the College of Business in its outstanding programs and traditions extends to the honors received by faculty and students alike. Faculty honors include 10 teaching-award winners; two Fulbright Scholars; authors of 20 nationally renowned textbooks; and national and international award winners for outstanding leadership, teaching, advising and scholarship.

In the mold provided by the faculty, student organizations have garnered multiple honors. The student chapter of the Society for Human Resource Management – one of the largest chapters in the nation – received a merit award from its parent organization for the varied activities and events given by the chapter. The EMU chapter of the American Production and Inventory Control Society became one of only two student chapters to win the Society's Platinum Circle Award, becoming only the second student chapter in 40 years to receive



The Gary M. Owen College of Business Building opened in downtown Ypsilanti in 1991.

the honor.

The student awards reflect the College's focus on "student action skills."

Current programs of study in the College of Business include:

- Accounting
- Accounting Information Systems
- 150-hour Accounting program
- 150-hour Accounting Information Systems program
- Computer Information Systems
- Economics
- Finance
- General Business
- International Business
- Language and World Business
- Management
- Marketing
- Production/Operations Management.

College programs are oriented toward a hands-on, pragmatic education that allows a student to make an immediate contribution on the job or go on to a graduate program. In the College of Business, theory is the foundation on which practical skills are built.

The readers of the Normal News are Cordially Invited to attend the 5th Anniversary and Commencement Exercises of the

Cleary Business College.

On Tuesday, Oct. 23, 1888. Programs may be obtained by applying to the President,



This 1888 ad for Cleary Business College featured the founder's exquisite penmanship, which was an early hallmark of the school.

The Cleary connection

P. R. Cleary took pride in his neat, precise script. Cleary's penmanship was an early hallmark of Cleary College, which almost since its inception has had ties to Eastern.

Cleary also boasted that his offering of courses year-round forced Michigan State Normal to include a spring/summer schedule. Cleary's first summer offerings in 1886 cost \$6 and \$8 for a six-week course. Michigan State Normal started offering a summer schedule in 1889.

In 1884, Cleary began a 14-year tenure as a part-time professor of penmanship at the State Normal School.

President Charles McKenny began a formal association with Cleary College, obtaining permission from the state for students to take half of their commercial teaching courses at the Normal, and half at Cleary, where classes included book-

keeping, stenography, typewriting and business administration. The association continued until 1936, when the Normal began shouldering responsibilities for the entire program.

By the early 1970s, largely because of the establishment of Washtenaw Community College, Cleary College was floundering. In 1974, Eastern Michigan and Cleary considered a merger. The result would have transformed Cleary into Eastern's College of Business. Despite support among many Cleary administrators, the merger was opposed by Donald Silkworth, former Cleary president and a substantial supporter and benefactor, and the idea abandoned.

Information from "Cleary College: 100 Years of Business," by Nancy Lynn Snyder (Nov. 7, 1983) was used in this article.

Business alumni

Among a host of former students who have distinguished themselves, Focus EMU in 1995 listed the following College of Business graduates:

Timothy Adams

Director of New Generation Vehicles for Chrysler Corp., former president of Automobili Lamborghini, Bologna, Italy

Marcia R. Allen

Partner, Coopers & Lybrand

Marilyn Opydyke Bannon

Director of Employee and Organizational Development, ASC, Inc.

Melonie Colaianne

Vice President and Corporate Secretary, Cranbrook Academy

John Evans

President and CEO, Stu Evans Lincoln Mercury, the largest dealership in the United States

Calla Fette

Vice President and Regional Sales Manager, Mellon Bank

Steve Gordon

President, Signature Associates

Joan Hartsock-Colladay

President, Corporate Education Coordinators Inc.

Phil Incarnati

President and CEO, McLaren Regional Medical Center, and EMU Regent

Anne O'Beay

Vice President and Regional Manager, Kelly Services Inc.

Judy Paputa

Vice President for Management Analysis, First of America Bank

Joseph Sesi Jr

Vice President, Sesi Lincoln Mercury, an Ypsilanti dealership that is among the top 20 in the United States

Gregory Smith

Executive Director of Strategic Planning and External Affairs, Ford Motor Co. Financial Services Group

Richard Spears

President and Chief Operating Officer, First of America Bank — Michigan

Dennis Toffolo

President, Hudson's

College of Business Deans



Earl Roth

The relatively young College of Business has had only three permanent deans. The first was Earl Roth, who led the College and its five departments through their formative years from 1964 until his retirement in 1978. Roth guided the College of Business to a status as the second largest business college in Michigan. Under his direction the five departments expanded their offerings to include 25 career-oriented programs. The College achieved and maintained accreditation throughout Roth's tenure.

Interim Dean Robert C. McCoy carried on Roth's policies until Joe Kent Kerby accepted the dean's position in 1979. Kerby established a strategic plan



Joe Kent Kerby

for the College of Business, and instituted some of the first aggressive marketing strategies used to publicize the College's attractions for the entire state. He rigorously pursued excellence in teaching from the faculty and scholarship from the students of the college.

Stewart L. Tubbs succeeded Kerby in 1986 and brought innovative teamwork concepts to EMU's College of Business. Under Tubbs' leadership, the College's focus broadened to include international business, business ethics and business communications, all under an umbrella of adaptive teamwork. Tubbs' emphasis on adaptability and teamwork promoted the growth of graduate programs and degrees in the College of Business.



Stewart Tubbs

His philosophy has also made possible the innovative delivery of flexible learning programs to a business community hungry for advanced programs that supplement job experience. Tubbs' outreach helped bring the Darrell H. Cooper Endowed Chair in Leadership to EMU. Tubbs resigned as dean in 1999 to become the Cooper Chair. The chair is designed to bring the world's top business leaders to EMU to interact with students, campus and community leaders.

Thomas Harden, dean of the College of Technology, was named interim dean of the College of Business while a search was conducted for Tubbs' successor.

IN BRIEF

Professor of Business Education Charles Duncan celebrated the sale of his millionth textbook in 1980. His book, "College Typewriting," was used all over the world, including in Singapore, the Philippines and parts of Africa.

...

A Master of Science in Accounting was approved Dec. 5, 1973.

...

The City of Ypsilanti asked the University to consider putting the College of Business building on East Michigan Avenue at Water Street, near the Huron River. Parking would have been in a structure across the river, to be built on the existing City Hall parking lot.

...

In 1964, the year the College of Business began, Ford introduced the new Mustang, interest rates were 3 percent and gasoline was 25 cents a gallon. The new college had 18 faculty members and 853 student majors.

...

In 1989, at the College's 25th anniversary, the College of Business had more than 100 faculty members, 4,300 majors and more than 1,000 minors, and was the third largest business college in the state.

...

The departments of Economics and Sociology were founded July 1, 1967.

...

In 1964, Professor Leland Brown taught Business Communications amid bursts of gunfire and rattles from a boiler. His classroom in Welch was between the ROTC firing range and the boiler room.