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Haworth College of Business News (05/2016)

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Haworth College of Business News



OPPORTUNITY KNOCKS

When given the opportunity to compete for an invitation to an important industry event, four WMU students did just that and not only learned about their chosen field but also the value of a WMU business education.

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FORENSIC ACCOUNTING

Business students hit the pavement recently, investigating embezzlement, drug trafficking and a multi-filer tax scheme all in an effort to to learn about careers in forensic accounting as a part of the Adrian Project.

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WELCOME STUDENTS

The reasons students choose WMU for their business education are varied. But one thing is for sure, they feel at home here. Alumni recommendations can have a great impact on a student's perception of our college. So share your WMU story—and share this video—and encourage students to consider WMU.

[SHARE](#)



MEET DURABILIKA

Designing simple, easy-to-use fatigue analysis software is no small task. Yet, recent alumnus Joshua Teo did just that—all before graduation. Working with Starting Gate, WMU's student business accelerator, Teo now expects \$5 million in sales by 2021.

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On Game Day, We Wear Gold! Join us for WMU Night at Comerica Park on June 22 and cheer on the Tigers.

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The spring semester speaker events wrap up this month with a discussion of Binder Park Zoo.

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Aaron McClendon earns top honors as the recipient of two national scholarships worth \$15,000.

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WMU students take advantage of unique opportunity

Students connected with industry executives including John Sculley, former Apple CEO and president of Pepsico, and Dawn Tiura, CEO of the Sourcing Industry Group.



College is about opportunity. And during spring semester, opportunity knocked for a group of students given the chance to showcase their talent with leading executives and to highlight the quality of their Haworth College of Business education.

Four integrated supply management students interviewed with the Sourcing Industry Group, vying for just 15 invitations nationally to the annual Sourcing Industry Group Global Summit, which brings together prominent supply chain managers and the country's best students for a conference and networking opportunities.

All four Western students made the cut.

“Finding out that Western would be representing 25 percent of the invited students was truly remarkable,” says Savannah Fragoso, noting that students from Ohio State University, Michigan State University, Arizona State University, Wright State University, University of South Carolina, University of San Diego and North Carolina State University were also invited.

“The Summit was packed with presentations from industry professionals, breakout sessions, thought leadership roundtables, peer-to-peer discussions, and networking at every moment possible,” says Jordan Berning, this year's ISM WMU Presidential Scholar. Berning says the WMU students participated in every opportunity and even met John Sculley, entrepreneur and investor in high-tech [startups](#) and former CEO of Apple and President of Pepsico, and Dawn Tiura, CEO of SIG.

“Our students interacted with and were mentored by very high-level managers and they proudly represented WMU,” says Dr. Sime Curkovic, professor of supply chain management. “Now these managers know that some of the most promising future leaders in supply chain management will be coming from WMU.”

Emma Stuba adds that the sessions provided opportunities to learn more about the field and take part in discussions. “Due to the contemporary nature of the ISM program, many of the topics being discussed are topics we examine in our classes and talk to professors about. I felt comfortable asking questions and talking about procurement and sourcing with the industry professionals, which is not always easy for students.”

Aaron McClendon, who made news this year for earning two top national scholarships in supply chain, says the group had numerous opportunities to showcase the unique curriculum of the WMU program. “Companies understood we were in a top program due to the fact that we were invited to attend the Executive Summit but they may not have known specifics about our program” says McClendon.

“If someone was not familiar with our program, we provided them with more information about Western’s ISM program and how our curriculum sets us apart from the other top supply chain programs,” adds Fragoso. “These executives were very impressed that our program focuses on each aspect of supply chain.”

The students took the opportunity and represented the WMU program at the highest levels.

“For the first time, WMU—because of our top 5 national ranking—was asked to nominate students to participate and join the inner circle of SIG members cultivating talent from top schools,” adds Curkovic. “It was an amazing networking opportunity for very deserving students.”

Investigating careers in accounting



Practicing surveillance

Students honed their surveillance skills using special equipment.



Gathering evidence

Working in groups, student participants gathered and analyzed evidence.



Compiling data

The investigations continued as students analyzed their findings.

In recent years, individuals with a background in forensic accounting have been in demand. Many companies and institutions are looking for professionals with both the accounting and investigative skills to help detect and prevent fraudulent activity. In March, WMU accountancy students had the opportunity to learn about the field firsthand when they participated in the Adrian Project.

The Adrian Project is an interactive experience in forensic accounting where students work together to solve hypothetical financial crimes. The hypothetical crimes might include business owners skimming funds from their company, drug trafficking, a multi-filer tax scheme, and many other possible scenarios that special agents in fraud accounting encounter. During the exercises, each student works with an experienced IRS special agent or retiree who coaches and provides learning points, but it is up to the students to uncover the fraud based on their knowledge and skill sets in the discipline.

“We were able to take some of the concepts that we learned in class and see how they tie to real-life situations,” says Daniel Lopez. “The day was filled with excitement and learning opportunities. It was exciting to work together in a group to solve the crimes and see how scenarios like this happen daily in the real world.”

The exercises took students all over the WMU campus and throughout the business college, where they gathered data and evidence by rummaging through pre-set trash receptacles, meeting with anonymous informants and WMU campus safety, and interviewing potential witnesses. They also had a chance to roleplay arresting the suspect at the end of the event, using real law enforcement equipment.

“Besides being a fun event, it was beneficial to participate in a mock forensic accounting case,” says Kayla Beiby. “The project gave us the chance to learn more about another side of accounting and gave us a behind-the-scenes look at a career opportunity many of us were unaware of previously.”

“We are pleased that our students had the opportunity to participate in this exercise,” says Dr. Donald Gribbin, chair of the Department of Accountancy. “This gives them a wider lens through which to view professions in accountancy while gaining hands-on experience with seasoned professionals.”

Welcome to the Haworth College of Business

We are thrilled that you are exploring Western Michigan University and the programs offered by the Haworth College of Business. We are here to make your exploration as successful as possible and help you realize the possibilities should you decide to become a Bronco at WMU! Here are some facts about the WMU college of business;

- 16 nationally recognized programs in a personalized environment.
- 93% six-month, post-graduation success rate.
- Comprehensive services all in one building—specialized classrooms and computing labs, faculty and academic advising, business-focused career and communication centers!
- Incoming students are automatically considered for merit and need-based scholarships from the college of business. These can be added to your overall WMU support package.

Below are some important resources for exploring our college. After you do, sign up for a visit and spend time with an upper-level student and tour the college.

- [Western Michigan University](#)
- [Haworth College of Business](#)
- [Academic Programs](#)
- [Student Organizations](#)
- [Career Center](#)
- [Scholarships](#)
- [Admission Requirements](#)
- [Application Process](#)

Have questions or want to schedule a visit? Use the form below and our admissions specialist will help you find what you need. We look forward to hearing from you!

Durabilika: Joshua Teo

An entrepreneur has the ability to recognize when there is a piece of a puzzle that doesn't work and can be improved. Joshua Teo, a graduate research assistant at Western Michigan University and co-founder of Durabilika, experienced this while pursuing his undergraduate degree in mechanical engineering. "I used a lot of engineering software, and all of it had a pretty steep learning curve designed for complex industrial solutions. I thought there must be a better and easier way for students to run a simple fatigue analysis with a simple, easy-to-use program," says Teo. From this realization, Teo founded Durabilika.



Durabilika is an interactive cloud-based durability analysis software. The product was created when Teo and his team noticed that all other available similar products were either extremely expensive, difficult to learn, or both. Durabilika seeks to conserve time and money for durability analysis through utilizing low-risk payment plan options and offering easy-to-learn and self-explanatory software.

Working with Starting Gate, Western Michigan University's student business accelerator, Teo says he has seen significant improvements in his business and has had many opportunities to compete and improve his business plan. "We made it as one of the finalists at the WMU PITCH Competition—only six out of 24 teams were chosen," says Teo.

Teo cites the professional connections he has made through Starting Gate as some of the most beneficial aspects of the accelerator. "Lara Hobson, the director of Starting Gate, offered us support that was really inspiring and gave us the confidence to go further with our idea," says Teo. Making connections and using the Starting Gate network has offered opportunities for mentorship and improved product functionality for Durabilika.

In the next five years, Teo says that he hopes Durabilika will be known as a simple cloud fatigue software for small and medium companies. "By 2021, we expect to see a sales revenue of \$5 million," says Teo. "Our passion to assist manufacturers is what keeps us excited every day on this journey."

Integrated supply management student nets prestigious scholarships

by Stacey Markin

April 18, 2016 | WMU News

KALAMAZOO, Mich.—A Western Michigan University integrated supply management student has earned two national scholarships.

Senior **Aaron McClendon** of Westland is the recipient of the \$10,000 Gary L. Buffington Scholarship, awarded by the Industrial Supply Association Education Foundation. He is also the recipient of the \$5,000 R. Gene Richter Scholarship, awarded by the Richter Foundation in partnership with the Institute for Supply Management.

Opportunities for professional development

McClendon is the first WMU recipient of the Buffington scholarship and the seventh WMU recipient of a Richter scholarship.

He will have the opportunity for professional development as part of both scholarship programs. He will attend the ISA Convention in April 16-18, where he will address approximately 1,000 manufacturers, distributors, manufacturer representatives and service providers and have the opportunity to attend sessions. He also will attend the ISM Annual International Supply Management Conference May 15-18 as part of the Richter Scholarship program and will participate in conference sessions and workshops. McClendon will also be paired with an established executive in the field for ongoing mentorship.

"I was extremely honored and humbled when I found out that I would be receiving the Gary L. Buffington Scholarship and the R. Gene Richter Scholarship," says McClendon. "I found out about both awards within a two-week time period, and I cannot thank the ISA Education Foundation and the Richter Foundation enough for their investment in my future. The awards provide much appreciated financial assistance with my tuition and only strengthens my resolve to work as hard as I can as I finish out my senior year in the strongest possible way."

As part of the screening process for the ISA scholarship, McClendon responded to the question, "What are two emerging technologies that excite you and could have a substantial impact on industrial distribution?" McClendon cited autonomous driving and its impact on supply chains, including the benefits of increased efficiency, delivery performance and lower labor costs, as a



result of a reduction in the number of truck drivers needed to deliver materials. He also noted the shared-service technologies developed by companies like Airbnb and Uber, which are changing the way consumers identify opportunities to buy and sell services. "The idea of increased shared services could potentially disrupt overall product demand, resulting in decreased costs of owning. It is important for companies to accurately forecast the implications of these technologies now to adapt and capitalize before a paradigm shift occurs in industry," says McClendon.

Aaron McClendon

In addition to his ISM major, McClendon is minoring in business analytics, is a member of the Lee Honors College and serves as the ISM peer mentor and a business admissions ambassador. He is actively involved with multiple student organizations, including the business college's Student Leadership Advisory Board and APICS: the Association for Operations Management, where he holds the post of president-elect. He is the vice president of FOCUS Kalamazoo, a student volunteer-based organization dedicated to educating, connecting, and developing college students in volunteer experiences throughout the community.

He has participated in internships and co-ops in logistics, warehousing, global purchasing and negotiations and operations. He will be a returning intern at General Motors this summer. During his GM internship in 2015, McClendon led a project focused on plant conveyor systems, where he made sourcing recommendations that saved GM more than \$3 million, while improving plant throughput and aligning supplier capacity.

"Aaron has demonstrated to the judges for these scholarship programs the comprehensiveness of the integrated supply management major and shown that he is already job-ready," says **Dr. Sime Curkovic**, professor of supply chain management. "We are extremely proud of him. Aaron is a clear leader in our program and is a motivated, committed student who is willing to go above and beyond to achieve success in the supply chain field. More importantly, he brings out the best in others when he works in a team setting."

About WMU's ISM Program

Ranked No. 5 in undergraduate supply chain education by [Gartner](#) and also by SCM World and No. 2 in the nation for emphasis on teaching technology, software and quantitative tools by [Software Advice](#), WMU's ISM program has been recognized nationally by several organizations and publications for its leadership in preparing students for careers in supply chain management. The program also includes Bronco Force Solutions Teams, which give students experience in business consulting with companies on their supply chain challenges. The WMU Center for Integrated Supply Management was established in 2014 by the Haworth College of Business.

Mercantile Bank of Michigan Breakfast Speaker Series

Binder Park Zoo will be the focus at the upcoming Mercantile Bank of Michigan Breakfast Speaker Series event hosted by the Haworth College of Business.

Diane Thompson, president and CEO, and **Judilee Marrow**, DVM and staff veterinarian, will give a presentation titled “Binder Park Zoo: From Guest Connection to Conservation” at **8 a.m. Friday, May 20**, in 2150 Schneider Hall on WMU's campus.

The event is free and open to the public and begins with breakfast at 7:30 a.m. Reservations are required and can be made below or by calling (269) 387-6059. Free parking is available in the Schneider Hall lot 72R.

Binder Park Zoo

Located in Battle Creek, more than 8 million people have visited Binder Park Zoo, with an additional 500,000 served through outreach programs since the zoo was established in 1975. Created on the model of an entrepreneurial, self-supporting nonprofit organization, Binder Park Zoo is managed by a zoological board of directors.

In the last 20 years the zoo has added a conservation education center, a 40-acre natural wetlands exhibit, the 50-acre Wild Africa exhibit and the Conservation Carousel to the original 80-acre zoo. In cooperation with the Association of Zoos and Aquariums and others, Binder Park Zoo actively works to conserve an array of endangered species both at the zoo and worldwide.

Thompson and Marrow

Thompson has 18 years of experience in nonprofit work and joined Binder Park Zoo in 2012 as the second CEO in the organization's history.

Marrow joined the staff of the zoo in 2012 after completing a three-year residency at the Smithsonian Institute's National Zoo in Washington, D.C. She received her Doctor of veterinary medicine from the University of Illinois and has been published in numerous trade publications.

About the Series

The Mercantile Bank of Michigan Breakfast Speaker Series provides an opportunity for the local community to hear top business leaders and WMU faculty, alumni and friends of the Haworth College of Business discuss current topics of interest.