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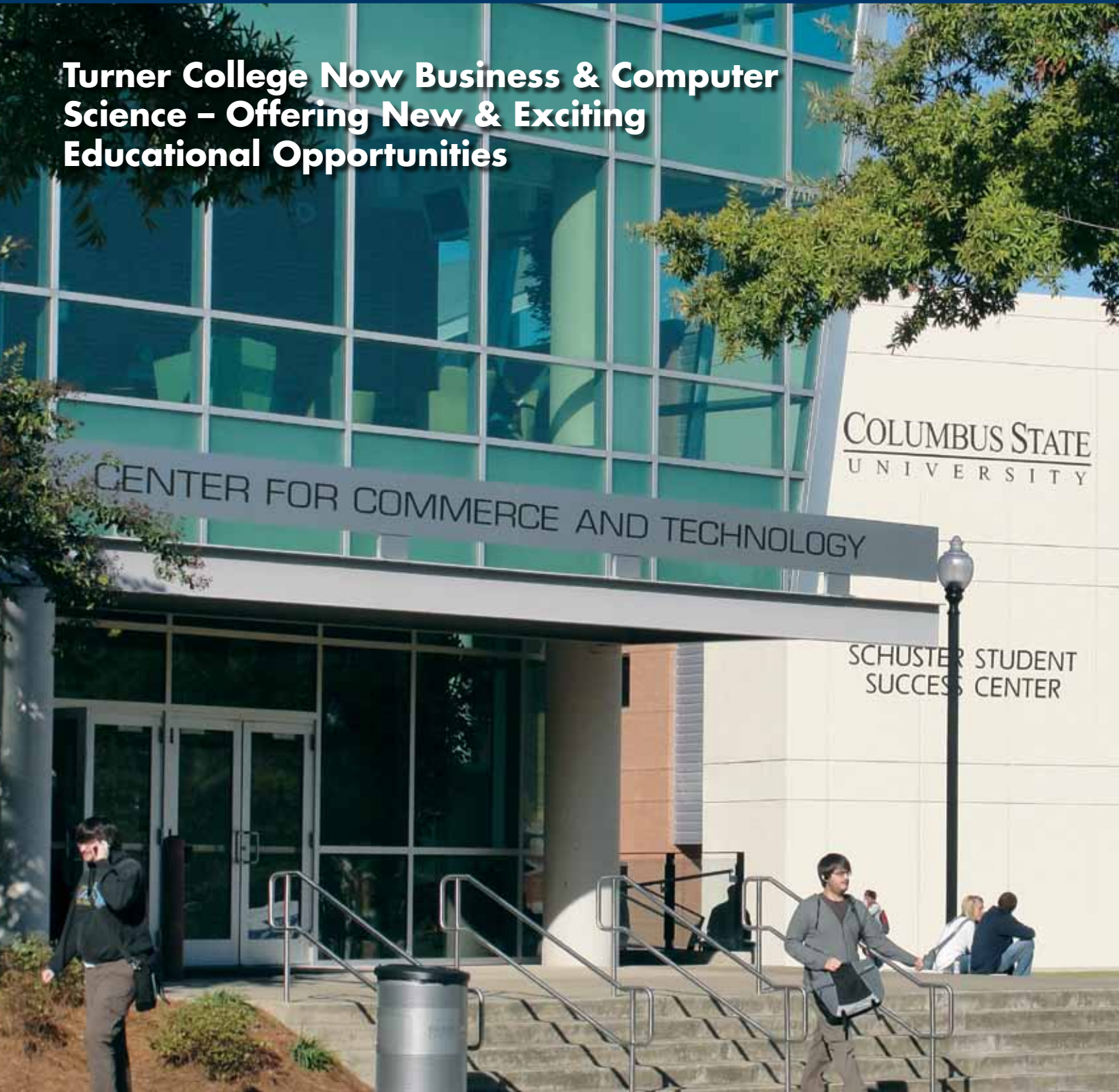
COMMERCE & TECHNOLOGY

Review

Fall 2010

The Turner College's Magazine for
Alumni & Friends

**Turner College Now Business & Computer
Science – Offering New & Exciting
Educational Opportunities**



COLUMBUS STATE
UNIVERSITY

CENTER FOR COMMERCE AND TECHNOLOGY

SCHUSTER STUDENT
SUCCESS CENTER



Dr. Linda U. Hadley

Dear Turner College Stakeholder:

We are pleased to present you our inaugural issue of the *Commerce and Technology Review*. Because so many important changes have taken place over the last several months at the university and in the Turner College, we thought it would be worthwhile to show the campus community and our external friends and partners a few of these significant events in an attractive, magazine format. The *Review* is especially intended to keep our alumni connected with the college and to make them aware of the important events taking place in their Alma Mater.

A few highlights of the first issue include:

- Merging of the Turner College of Business and the TSYS School of Computer Science;
- Significant funding for broadening participation in computer science as well as modeling and simulation for military training;
- Spotlights on faculty research, current students, and alumni;
- Trends in Computer Science;
- Changes in the university's and college's logos and websites as part of the university's overall branding and marketing efforts;
- Study abroad trip to Korea and our growing partnership with Kia Motors;
- Upcoming citywide business plan competition sponsored by the Turner College;
- The City of Columbus honored by being named a Servant Leadership City by the prestigious Greenleaf Center for Servant Leadership;
- Brand new Master of Science in Organizational Leadership, with tracks in Human Resource Management and Servant Leadership.

These are indeed exciting times at CSU and the Turner College of Business and Computer Science. We hope you enjoy this first issue and stay tuned for upcoming ones. We invite your comments and suggestions. Please feel free to contact Mrs. Bethany Yandell, the editor of *Commerce and Technology Review*, by phone at 706-568-5004 or by email at yandell_bethany@colstate.edu.

Sincerely,

Linda U. Hadley, Ph.D.

Dean, Turner College of Business and Computer Science

Fall Winter 2010

Commerce & Technology Review

The *Commerce and Technology Review* is published twice a year and distributed without charge. The mission of this magazine is to keep alumni, friends and the community informed about the exciting events, changes, faculty, students and alumni that make up the Turner College of Business and Computer Science at Columbus State University.

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Turner College of Business & Computer Science

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The new Student Recreation Center

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Call for Submissions...

We invite Business or Computer Science current students and alumni to submit ideas for articles either on research or projects you may be participating in, or if you are an alumni with achievements to share.

We would love to hear ideas and feedback from our readers, so please email Bethany Yandell at yandell_bethany@colstate.edu to contribute.

New Year, New Look

Columbus State Undergoes Makeover of Logos and Web Homepage

The new academic year includes a revamped appearance for Columbus State- structurally, graphically and in the name identifying the university's Internet domain.

While the URL shift from "colstate.edu" to "ColumbusState.edu" better matches the institution's name, a new webpage and logo designs are intended to better reflect CSU's energy and quality. CSU unveiled its new logos during the first week of classes.



The CSU athletic department has a brand new snarling cougar head logo, and a full-body cougar that appears to be running toward the viewer. The academic side of the university also has a new logo, one that incorporates both campuses by showing a river running past CSU's main icon- the T.Y. Whitley Clock Tower. The river also could be construed as being a path into the future, a path that flows alongside Columbus State University.

A committee of more than 20 faculty, staff, students and supporters has been reviewing logo options and ideas for months, funneling feedback to Texas-based design firm Torch Creative, which boasts clients from the NBA and Domino's Pizza to Vanderbilt and George Washington universities. Designers Brad Bishop and Michael Thurman were charged with creating new CSU logos that were unique,



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colorful, versatile and reflective of a young university on the move.

"It was a fascinating and involved process," said John Lester, who directs the university's marketing efforts. "We were in search of designs that will quickly become synonymous with who we are and what we stand for. I really appreciated the input of our committee members. They were insightful and full of great ideas."

Web-URL Transitions User-Friendly

Columbus State in early August officially switched its online address to be more user-friendly and now can be found on the Web at www.ColumbusState.edu.

University Web programmers now are moving more than 130,000 Columbus State Web pages to the new

address, a process that is expected to take at least six months. Meanwhile, a new CSU homepage debuted during the first week of fall classes.

The old Web address will continue to work for the next year. All visitors who go to www.colstate.edu will see a message that the university has switched Web addresses and be automatically directed to www.ColumbusState.edu.

"This new Web address will certainly help in the university's efforts to expand its visibility," Lester said. "We looked at a variety of different possibilities for a new address, but www.ColumbusState.edu made the most sense. The old domain was very difficult to explain over the phone, and that name on its own doesn't tell anyone who we are." For more information about the URL change, go to <http://www.colstate.edu/pr/domainchange/>.

Structural Changes Emerge

Columbus State is reclaiming its main entrance as the new school year opens. "Cougar Way" emerges amidst construction, renovation and relocations

at the start of the fall semester. This entry point at University Avenue faces the front of the Schuster Student Success Center.

A "Founders Plaza" is planned for a portion of the green space in front of the center. The future plaza will feature bricks engraved with names of university donors, alumni, retired professors, administrators, and others, thanks to individuals who are paying to customize the bricks through the CSU Alumni Association. The proceeds are

supporting student scholarships.

Nearby, the \$26 million, 100,000 square-foot Student Recreation Center is on schedule for an early January 10, 2011 grand opening. The multi-purpose fitness facility, funded through student fees, will include an aquatic center and is described in detail at <http://campusrec.colstate.edu/rebuilding/>. The recreation center stands to complement the recently opened Schuster Student Success Center in enhancing student life on campus.



CSU Foundation Trustees receive a tour of the new Student Recreation Center

Computer Science Announces Noteworthy Achievements, Opportunities



The military modeling and simulation will look similar to this still shot from the video game "America's Army."



Local area teachers participated in the summer computer science teacher workshop as part of the National Science Foundation-funded program, Broadening Participation in Computing

Faculty and staff of the Turner College's TSYS School of Computer Science are proud to announce a new grant and participation in an educational initiative in the areas of military and computer science education.

The Cognitive Map-Based Modeling and Simulation for Tactical Decision Support, \$4 million grant

This grant will allow CSU to help in designing modeling and simulation experiences to better train and equip American soldiers. In this proposed effort, Columbus State University (CSU), in partnership with the Florida Institute for Human and Machine Cognition (IHMC), aims to explore cognitive map-based modeling and simulation to support tactical decision-making by military planners in training and operational scenarios. The proposed research will design and develop tools to support temporal analysis of the tactical decision environment like developing an incremental knowledge-base of military expertise, creating an efficient modeling environment, and the development of forecasting tools. "There are few

classrooms yielding better lessons regarding effective military operations than the battlefield, but modeling and simulation provides warfighters an opportunity to develop their tactical decision-making skills without the risk of actual hostilities or the expense of wartime resources," Director John Fuller explains in a grant briefing. "In fact, history has demonstrated that the commander who is able to explore the most alternatives or perform selective 'what if' analyses before actual combat, is most likely to emerge victorious."

Endorsement Certificate Targets Computer Science Teaching

Starting this fall, CSU offers a computer science endorsement in secondary education under guidelines recently established by the Georgia Professional Standards Commission, as an add-on to its undergraduate and graduate degree programs. The commission approved the TSYS School of Computer Science and College of Education and Health Professions to offer a Computer Science Endorsement for teachers of grades 8-12.

"CSU will provide a vehicle for training more and better high school computer science teachers," said professor and TSYS School of Computer Science Chair Dr. Wayne Summers. The endorsement comes as part of the computer science school's involvement in a National Science Foundation-funded program, Broadening Participation in Computing. "We are striving to help meet the NSF's 'CS/10K' project goal to develop an effective new high school curriculum for computing taught in 10,000 high schools by 10,000 well-qualified teachers by 2015," Summers explains.

CSU's computer science endorsement is voluntary, but is equivalent to a computer science minor as it provides an opportunity for secondary education majors to develop a high level of technical competence and exposure to computer programming and systems development and implementation. Prior to entering the program, candidates must have at least applied to CSU's teacher education program and be pursuing or have received a teacher certification.

For more information go to <http://cs.colstate.edu> or call 706-568-2410.

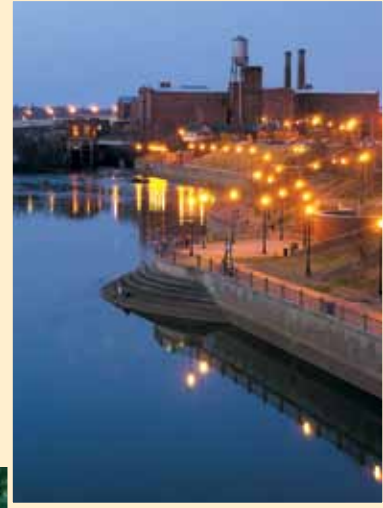


On June 16, 2010, the Greenleaf Center for Servant Leadership held its 20th Annual International Pre-Conference day at the Columbus Convention and Trade Center. The Greenleaf Center, located in Westfield, IN, was founded by Robert K. Greenleaf with a mission to promote the awareness, understanding, and practice of servant leadership by individuals and organizations. During the pre-conference day, Columbus was named for an achievement that no other city has been recognized for to date, the nation's first "Servant Leadership City."

Bill Turner, retired chairman of the W.C. Bradley Co., is thought to be the city's leader in this philosophy locally. In an interview with the *Columbus Ledger-Enquirer*, Turner credited his father, D. Abbott Turner, and grandfather, W.C. Bradley, for blazing the servant-leadership trail in this area.

With the D. Abbott Turner College's new Master of Science in Organizational Leadership starting this fall, the college participated in the main Greenleaf conference days in Atlanta to promote the new degree program. The program stands out in the University System of Georgia and nationally as few traditional colleges and universities offer organizational leadership graduate programs based on servant leadership principles. The Greenleaf Center's Annual International Conference provided the Turner College an excellent opportunity to meet servant leaders who are committed to educating others about servant leadership and who support this new degree program. The Turner College is proud to offer a degree that stands alongside and supports Columbus' dedication to servant leadership.

Columbus Named Nation's First "Servant Leadership City"



Students in CSU's Servant Leadership Program at their annual freshman retreat

The Turner College of Business and Computer Science administration, faculty and staff visit Kia Motors Manufacturing Georgia



College of Business and TSYS Department of Computer Science Join Under One Roof – and One College

Columbus State University continues to experience growth and change as administration, faculty, staff, and alumni strive to make this university a home for driven students looking to achieve personal and professional success in an ever-changing society. In 2003, the D. Abbott Turner College of Business and the TSYS Department of Computer Science moved into the newly constructed 96,000-square-foot Center for Commerce and Technology. The new building features wiring for 1,500 computers; lounge areas on all floors for students to socialize; and auditoriums outfitted with the latest technology including rear-screen projectors; audio-visual control panels for professors and power, voice, and data ports at each seat for students. Fall of 2009 brought another change when the College of Business and the Department of Computer Science became one college – The D. Abbott Turner College of Business and Computer Science.

New Undergraduate Degree Programs

Since 2009, the newly expanded college has continued to grow in both number and opportunities for the business and computer science

undergraduate students. Turner College has added several new undergraduate tracks and degree options since the merger including the Human Resources Management track in the Bachelor of Business Administration, the Bachelor of Science in Information Technology, and a Games track in the Bachelor of Computer Science degree program.

The Human Resources track is the first of its kind in Georgia to meet the standards set forth by the Society of Human Resource Managers, the world's largest association devoted to the HR profession. The HR degree program positions CSU to feed a demand for highly prepared HR professionals who are educated according to the industry's highest standards for excellence to companies, and especially large



The Center for Commerce and Technology

organizations such as Aflac, CB&T, TSYS and the Muscogee County School District.

The new BS in Information Technology (BSIT) program provides students with a combination of knowledge, hands-on experience, and application of theory to support their employment in the field of Information Technology. The new IT degree program responds to a nationwide critical shortage of qualified information technologists. This shortage is especially critical for Columbus, Georgia, where several major employers (e.g. TSYS, AFLAC, Synovus) are companies that are highly dependent on information technology. CSU has a history of responding to these local industry needs as demonstrated by partnership between CSU and local industries through the Intellectual Capital Partnership Program (ICAPP) program. The BSIT degree is built around this relationship between CSU and technology companies in Columbus like TSYS, AFLAC, and Synovus.

The TSYS School of Computer Science also recently added a Games track in their Bachelor of Computer Science degree program. The new track aims to provide students with a thorough understanding of the theory, design and

continued on Page 12

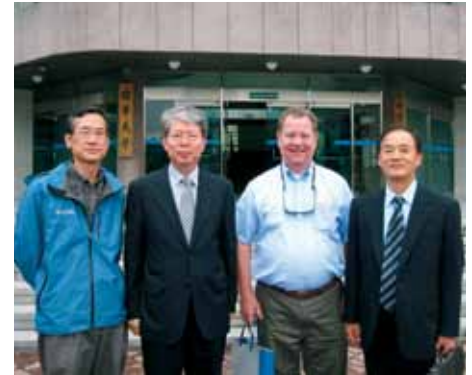
Crossing Borders of Country and Culture in South Korea

Students Experience the "Trip of a Lifetime" While Studying Abroad

Success began early for the 2010 Turner College Maymester study abroad trip with the recruitment of 16 excellent students. The newly created study abroad program to South Korea is CSU's second largest program this year, as well as one of the farthest in distance – both geographically and culturally. The South Korea Study Abroad trip is a six-credit-hour program directed by Dr. Patrick Hogan and Dr. Jong Ha. The trip consisted of students from the business courses "Selected Topics in Business" and "Global E-Commerce." In the classroom, the experience started with a series of lectures on the Korean economy, culture, and relationship with the USA in preparation for the overseas trip to Korea. The team visited the Kia Motors Manufacturing Company in West Point, Georgia, as a field trip prior to their departure. The field trip gave the students a glimpse into the Korean economy, which accelerated their interest in the destination of the program.

On May 22, 2010, the Atlanta Airport was filled with the excitement of those flying internationally for the first time from Columbus, Georgia. Excited conversation and laughter energized the group prior to their long trek to the other side of the world. A couple of short stops at San Francisco and Tokyo gave the team an opportunity to visit these world famous international cities. The team landed at Busan International Airport in Korea where they were surprised with a warm welcome from the students of Pukyong National University (PKNU). After loading into the PKNU school bus, students from both universities indulged in dialogue about their differences and similarities in culture.

The team spent 12 days in Korea, listening to guest lectures by Korean faculty members, attending field trips to a number of industrial complexes and historical sites, and discussing research projects with Korean students. The CSU faculty and students were treated to VIP tours at the majority of the sites visited thanks to arrangements made by local partner universities. Prior to leaving for the trip, students from both universities communicated through email to establish study groups for a project they would work on together while in Korea. The team traveled all across South Korea from the busy capital city of Seoul, to the large port city of Busan, as well as Ulsan, Gyeongju, and many others. Dr. Jong Ha, program director, explained, "What made our trip better and memorable was the great accommodations, comfortable transportation due to high end infrastructure, beautiful weather,



CSU South Korea Study Abroad Program Directors Dr. Patrick Hogan & Dr. Jong Ha with Dr. Yoonyang Euh, Dean of the College of Business Administration at PKNU, and Dr. Byungkeun Rhee, division head of the PKNU's College of Business Administration

and most importantly the gracious hospitality of the local students." Drs. Ha and Hogan are extremely grateful for the administrative faculties and staff of the Turner College of Business and Computer Science and the university's Center for International Education for their excellent support for the program.



The study abroad team receive a warm welcome from Pukyong National University's students

Current Trends in Computer Forensics

Cybercrime is a well-known word in our high-tech modern world. There are four types of "pure" cybercrimes as defined by European Union Convention on Cybercrime – illegal access to a system without right, illegal interception and transmission of data from one place to another without right, data interference (damaging, deletion or alteration of computer data without right) and serious hindering of the functioning of a computer system without right. Other computer-related or computer-facilitated crimes where the computer is a means include e-thefts, frauds, and so on. Content-related computer crimes occur when computers contain illegal or incriminating material such as child pornography, information unleashing racial or religious hostility, or evidence of any civil case. According to the Federal Bureau of Investigation (FBI), there was a 22.3% rise in cybercrime complaints received by the FBI's Internet Crime Complaint Center (IC3). Also, because computers and other digital devices are becoming increasingly ubiquitous, usage of the Internet and digital devices in any type of personal or civil crime has increased significantly. Consequently, computer forensics as a profession, as well as a field of study, has gained much popularity.

What is computer forensics?

At a basic level, it is the analysis of information contained within and created with computer systems and computing devices, typically in the interest of figuring out what happened in a cybercrime, when it happened, how it happened, and who was involved. The computer forensics procedure for "pure cybercrimes," also called incident response, is a root-cause analysis of a malfunctioning networked computer

Written by
Dr. Lydia Ray,
Computer Science
Assistant Professor

system. On the other hand, computer forensics in other computer-related or content-related crimes involves finding out specific information about people or events, by examining existing files as well as recovering deleted files and building a timeline of past activities in a computer, including e-mail activities and web browsing activities.

While the demand for computer forensics experts is increasing significantly, the supply is not adequate yet. According to some experts, lack of preparation when technology goes wrong often leads to an unsuccessful investigation. So, instead of relying completely on forensic software, law enforcement needs to hire additional skilled computer forensics experts. Unfortunately, corporate-based forensics experts tend to accept higher paying jobs with technology vendors and service providers. As computer technology is developing, pure cybercrimes, as well as content-related computer crimes, are becoming extremely complex in nature. The amount of data stored in a modern computer system can be huge, making forensic analysis of the data extremely difficult and time consuming. The increasingly complex designs of

modern operating systems add significantly to the challenge.

Mobile data forensics presents another new trend in the realm of digital forensics. As iPhones, Droids and Blackberries are gaining worldwide popularity, direct or indirect involvement of these devices in crimes is increasing as well. Unfortunately, mobile data forensics is still in its infancy and needs significantly more research.

Volatile data collection and analysis poses other new challenges in computer forensics. Computer viruses and malware have evolved to be so intelligent that they hardly leave any footprint in a system's hard drive. Only volatile/physical memory (RAM) holds evidence of their presence. Volatile data is extremely fragile, making collection and analysis of such data in a legally acceptable manner difficult. It requires efficient procedures that are yet to be developed.

In brief, computer forensics as a profession is gaining popularity, while as a discipline of study it is not properly developed yet. Extensive research is required in different sectors of this branch of computer science.



Computer Science
Assistant Professor
Dr. Lydia Ray

Student Experiences “Southern Hospitality” in South Korea

Brandon Gray, a senior in the Turner College of Business and Computer Science, never thought he would get the opportunity to study abroad. With a part-time job at a bank and pursuing a double major in Management Information Systems and Human Resources, Gray wasn't sure how he would fit into his schedule a trip out of the country. He was intrigued, however, by CSU's Study Abroad program's "Business in South Korea," a trip added to the growing list of study abroad opportunities in 2010. Gray explains, "At one point I didn't think I could afford to study abroad and that I would have to quit my job to do so, but since the trip was during Maymester, I was able to take the required time off work. Thanks to scholarships and financial aid, the cost of the trip was very affordable."

Traveling outside of the USA for the first time was like visiting another world for Gray. "Everything was very different from what I was used to. I learned how to use the subway and even speak a little Korean," Gray said. Despite cultural differences between the CSU students and the Pukyong National University students, Gray says he made many life-long friends. "They welcomed us with open arms as we got off the plane and showed us nothing less than 'southern hospitality'," Gray explained. After such a successful first trip out of the country, Gray is sure to take advantage of the next opportunity to travel the world.



Edna Milgo with TSYS School of Computer Science Department Chair Dr. Wayne Summers, Assistant Department Chair Dr. Rodrigo Obando, and Assistant Professor Dr. Mohamed Radhouane Chouchane.

TSYS School of Computer Science Alum Accepts Teaching Position in Africa

The Turner College's TSYS School of Computer Science is proud to have its alumni, one of whom is Edna Milgo, working all over the world pursuing their dreams. A 2009 graduate, Milgo earned her Master of Science in Applied Computer Science with a concentration in Information Assurance. She recently accepted a position at Moi University in Kenya, Africa, as a Lecturer teaching computer graphics, data structures and algorithms.

Milgo, who describes herself as "a woman of few words, humble and studious," is sixth born in a family of nine from Africa. She came to Columbus State University to earn her master's degree and worked as a graduate assistant. Before coming to CSU, Milgo worked as a Computer Specialist at Tenwek Hospital in Kenya and as an IT Clerk for Kenya Commercial Bank.

While working as a graduate assistant, Milgo had the opportunity to work with many of the Computer Science faculty on on-going research in areas such as VOIP security, haptic systems, and a new and exciting field in computer security – malware detection. During 2008, Milgo began working with Dr. Mohamed R. Chouchane on his research in malware detection, and together they developed a metamorphic malware filter. "This is a statistical tool that can identify metamorphic malware from other non-harmful programs," Milgo explains. "Metamorphic malware is a type of malware that changes its appearance (signature) as it moves from one computer to another. This type of computer virus has posed a big challenge to the antivirus companies due to the viruses' dynamic nature, requiring as many signatures as the number of variants." On a related note, Dr. Chouchane has recently submitted a paper on this research for publication.

Milgo also worked as a teaching assistant for department head Dr. Wayne Summers while at CSU. The experience Milgo received while assisting in the Introduction to Information Technology course greatly prepared her for what would be her first lecture position at Moi University. "I am very grateful to the School of Computer Science for giving me a graduate assistantship, which not only provided me with the financial support to pursue my degree, but also helped build my skills in research and develop my career," Milgo says. "I enjoyed my time at CSU and am very grateful for the professors' willingness to help develop my career and inspire a continued dedication to research."

Making the Jump, the Second Time Around

John Thomas is a current Turner College undergraduate student earning a bachelor's degree in Business Administration with a major in accounting; however, he isn't your typical college student. A native of North Carolina,



John Thomas

Thomas received his Bachelor of Arts in Communications from the University of North Carolina at Chapel Hill and went on to earn a Master of Arts in Communications from the University of Iowa. Thomas spent many years working in a food and beverage industry niche known as "contract services management." After a work-related move to Atlanta, Thomas met his wife, a high school teacher in the Muscogee County School system. It was then he found himself in Columbus, GA and ready for a change.

Accounting was a field Thomas had always been interested in while studying financial statements and operating reports and preparing budgets as a General Manager for one of the largest privately held companies in the country, Delaware North. Thomas initially turned to the Turner College at CSU to pursue an MBA, but after receiving some guidance from faculty member Dr. Michael Daniels, he realized a bachelor's degree in accounting was the way to go to.

Thomas' perspective "this time around" in college is a world apart from the first time. "There's no comparison," explains Thomas. "I think that college for a young adult is a time to figure out what to do with a college education, but it's also a time to enjoy being a young person and be involved in an active social life. As an adult non-traditional student, I don't have the same social distractions my younger colleagues have, and I'm really focused on the schoolwork and the end goal, which is of course to graduate as soon as possible."

In 2010, Thomas accepted an internship with the Columbus IRS. Internships often give students an opportunity to apply the material they have covered in class in a real-world setting, which is exactly what Thomas has been able to do. During a normal day interning with the IRS, Thomas has the opportunity to assist and support Revenue Agents whose job is to conduct tax audits on Small Business and Self-Employed taxpayers. The internship has allowed Thomas to travel, receive on-the-job training, and be given a tremendous amount of mentoring.

Thomas says, "My advice for other adults who may be looking for a career change later in life is this: jump!" For years, he had considered returning to school to pursue accounting; however, he was reluctant to change his work lifestyle, even temporarily. He soon realized going back to school was simply giving up some small things in the short term, to achieve a greater goal and happier life in the long run. Thomas does want to note that he couldn't have gone back to achieve his dream without his incredibly supportive wife, whom he believes, is surely a candidate for sainthood. Thomas hopes to turn his incredible internship opportunity with the Columbus IRS into a full-time position after graduation in May 2011.

Continued from Page 8

College of Business and TSYS School of Computer Science...

programming techniques required for producing games software. This track will equip students with the theoretical and practical knowledge for careers in the games and simulation industries. Topics covered include games theory, design and programming; graphics techniques including virtual environments; artificial intelligence techniques; multi-player and Internet games programming; and games-specific software tools.



New Graduate Degree Programs

The Turner College has also added several new graduate degree programs including the Master of Science in Organizational Leadership, a Modeling and Simulation concentration in the Master of Science in Applied Computer Science program, and in spring 2010, a Modeling and Simulation Certificate program will be available.

The new Master of Science in Organizational Leadership (MSOL), which started in fall 2010, is a 36-hour, specialized degree that prepares professionals for higher leadership and executive positions in private, public and non-profit organizations. Students in the MSOL program will have the option of two different specialized tracks, Human Resources and Servant Leadership. The Human Resources track will prepare professionals to develop and implement HR planning, recruiting, training, compensation, benefits, performance management and disciplinary systems in a legal and ethical fashion. The Servant Leadership track will prepare professionals to build a culture of servant

leadership in various organizational environments and critically analyze ethical dilemmas to recommend ethically sound decisions. The program will discuss current issues and trends related to servant leadership.

The Master of Science in Applied Computer Science now offers a concentration in Modeling and Simulation. The 36-hour program provides students with the strongest and most current instruction in computing and technology with a core body of knowledge in the fundamentals of modeling and simulation. Modeling and Simulation students will study the discipline of Modeling and Simulation by surveying its paradigms and methodologies as well as important and related disciplines. Students will develop working prototypes of large-scale simulations and study other disciplines like Computer Graphics, Human-Computer Interface Development, Computer Visualization, and Simulation and Gaming. In spring 2010, the Modeling and Simulation specialization will also be offered as a certificate program.

The Turner College is very proud to continue offering new and exciting educational opportunities to CSU students and the Columbus community.

Existing Programs Continue to Grow

Turner College's other graduate programs, the Master of Business Administration, Georgia WebMBA® and Master of Science in Applied Computer Science, continue to grow and evolve. The first class of CSU Georgia WebMBA® students will graduate in May 2010 as the Turner College continues to accept new students into the online MBA program every semester. The Master of Applied Computer Science recently earned the GetEducated.com Top Ranked Best Buy Award for online Master of Computer Science degree programs.

Student's Interest in Video Games Leads to Promising Career



Justin Whaley

Like many other boys and girls growing up these days, Justin Whaley always had a fascination with video games and computers. He was intrigued by the math and logic that goes into designing a video game and imagined that it would be a very interesting and challenging job one day. Whaley's love of video games did lead him to study computer science, but interestingly enough when it came time to choose a concentration, he chose the Systems track in the Bachelor of Science in Computer Science program. "Despite video games being my original reason for pursuing a Computer Science degree, I chose the systems track to learn the theory behind how the components of programming work together and about the algorithms that drive it all," Whaley explains. "I enjoy working on the overall design of programs and guiding them through the development. I would love to work as a software engineer or architect, and I'm on track to go to graduate school."

Whaley is currently interning at Ft. Benning with the Maneuver Captain's Career Course training system, Virtual Battle Systems 2 (VBS2). VBS2 is a scriptable interface for a simulation that can be customized for soldiers and played like a video game. The system allows programmers to build and simulate real-life scenarios, developed from encounters in Iraq and Afghanistan, that soldiers can experience virtually, rather than through reading or conceptualizing.

Whaley works in a lab at Ft. Benning where he has gained invaluable real-world experience that will reinforce his degree. "It's been great to have the opportunity to work on a project and see how the skills that I've learned at CSU are so readily applicable to experiences in the real world," Whaley says. "It really gives you more confidence in your abilities, showing that you can perform when your job calls for it, and not just in a classroom setting."

After graduation, Whaley intends to enroll in graduate school and eventually to pursue a Ph.D., with hopes of one day becoming a college professor. He looks forward to starting his professional career and appreciates that his education in the Turner College at CSU and internship experience with Ft. Benning will open many doors.

Turner College Stages BUSINESS PLAN COMPETITION

The Turner College of Business and Computer Science invites anyone with an idea for starting a small business to put it in writing and enter the university's inaugural Business Plan Competition.



Dr. Kirk Heriot,
Competition
Director

Organizers are targeting CSU students from all disciplines, plus local entrepreneurs in the planning stages, and area high school students. Though the entry deadline is more than six months away, competition director Dr. Kirk Heriot said "now is the time to get started" on a written proposal that's typically 30 pages long. Heriot advises prospective competitors to study the Small Business Administration's guidelines for writing a business plan at <http://www.sba.gov/smallbusinessplanner/plan/writeabusinessplan/index.html>.

The competition is open to individuals or teams from anywhere in Georgia, including high schools, colleges and universities, or anyone with an entrepreneurial idea or a new business less than six months old. While the prize amounts, anticipated to total between \$2,500 and \$6,000, and a final timeline for the competition are being determined, Heriot said entries will be due in early April, with finalist presentations in late April. A panel of judges comprised of area professionals and CSU business professors will select five to ten finalists, who will face off by presenting their plans to the judges in a program open to the public. The top three will receive prizes.

Apart from the prizes, "the Turner College of Business and Computer Science is offering a great learning activity to individuals and groups in the community, including high school students," said Heriot, an associate professor of management and CSU's Ray and Evelyn Crowley Distinguished Chair of Entrepreneurship. "The process of writing a business plan sharpens research and writing skills and requires building a case based on facts instead of emotion and opinion," he explained. "Ultimately, it instills an appreciation for the hard work and dedication necessary for starting a business."

"From the standpoint of the economy, the competition could produce some creative ideas that lead to new jobs — ideally for the local economy," said Heriot. He also noted that, "small businesses (fewer than 500 employees) have a track record of producing jobs in this country at a higher rate than large companies."

Before the current financial crisis began prompting banks to tighten lending, small businesses produced 4.5 million jobs from 2002-2007 — more than double the rate for big business. As the small business sector looks to reassert itself as an engine of job growth, the competition at CSU is planned as a yearly and evolving event.

"We're structuring this first competition to be as basic as possible but, moving forward, we'll likely add some wrinkles, like divisions, for example, to separate high school students from more experienced competitors," said Heriot, a Muscogee County School District Business Advisory Council member. "However, many high school students already write business plans as part of Future Business Leaders of America (FBLA)-related projects."

Heriot will give tutorial presentations on business plan writing, upon request, at high schools, as well as to CSU students. Any prospective entrant with questions can reach him by phone at 706-562-1674 or by e-mail: heriot_kirk@colstate.edu.

Commerce and Technology Factoids

Did you know...

We are living in exponential times!

- The top 10 in-demand jobs in 2010, did not exist in 2004.
- We are currently preparing students for jobs that don't yet exist, to use technologies that haven't been invented, in order to solve problems that we don't even know are problems yet.
- According to ARAMARK College Relations, students who completed one internship in college had 60% better chance of landing a full-time job out of college than a student who didn't complete an internship. Students who completed two internships had a 90% chance, while those who held three internships had a 100% chance of full-time placement right out of college.
- There are 31 Billion searches on Google every month. In 2006, this number was 2.7 Billion. To whom were these questions addressed B.G.?? (Before Google)
- The first commercial text message was sent in December of 1992. Today, the number of text messages sent and received everyday exceeds the total population of the planet.
- Years it took to reach a market audience of 50 million- Radio, 38 years. TV, 13 years. Internet, 4 years. iPod, 3 years. Facebook, 2 years.
- There are about 540,000 words in the English language. That's five times as many as during Shakespeare's time.
- The amount of new technical information is doubling every two years. That means for students starting a four-year technical degree, half of what they learn in their first year of study will be outdated by their third year of study.

The facts above can be found on the YouTube series "Did You Know" designed and researched by Karl Fisch, Scott McLeod and Jeff Bronman.

Snapshots of CSU

1. Turner College Faculty Compete in Tennis Tournament.

A team of Turner College Business faculty recently won first place in their division in the CORTA Corporate Team Tennis Tournament. The team included Dr. Sungwoo Jung and his wife Young; Dr. Robyn Snipes and her husband David; Dr. Jennifer Pitts; Dr. Andres Jauregui; and Dr. Lei Li.



2. Executive in Residence Climbs Mount Kilimanjaro.

Dr. Jack Goldfrank, Turner College Executive in Residence, recently climbed Mount Kilimanjaro with a group including his son-in-law and a long-time friend. This picture is of Goldfrank successfully reaching the pinnacle of the mountain.



3. New Student Recreation Center Nears Completion.

CSU's new Student Recreation Center's Grand opening is set for January 10, 2011. The facility will house a fitness area along with an aquatic center. It features two basketball courts, workout area, two aerobic rooms, free weight area, running track, multi-purpose court, two racquetball courts, indoor soccer, volleyball, and a large event area.



4. Columbus State's Club Football Team Competes at Historic Stadium on Fort Benning.

6,000 fans filled Fort Benning's Doughboy Stadium on October 28th for the first Doughboy Classic. CSU's 1-year-old club football team took on an Army-soldier team made up of members of the 3rd Infantry Division- "The Hammer Brigade." Fans enjoyed food, tailgating, children's activities, music, and a great game. The Hammers defeated CSU with a score of 29-13.





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Business in Costa Rica Study Abroad

Students from CSU will be traveling to Costa Rica on a business study abroad trip May 19-31. The CSU in Costa Rica Program provides CSU students with an opportunity to gain an understanding of how businesses operate in Costa Rica through a comparative study of businesses in Georgia and San Jose, Costa Rica, as well as other ecological sites in the country. Students will stay in the center of San Jose while studying topics such as privatization of telecommunications in Costa Rica, economic trade bloc policies, China-Costa Rica relations (with a visit to the Chinese Embassy), free trade agreements, Costa Rican eco-tourism (or "green tourism"), and an examination of Costa Rica exports like coffee and bananas.

Interested students will need to be enrolled in Business Administration 3555 or Economics 3165, or both. The deadline to join the program is February 1. For more information, contact program directors Dr. Andres Jauregui at (706) 568-2281, email jauregui_andres@colstate.edu; or Dr. John Finley at (706) 562-1668, email, finley_john@colstate.edu.