OAKLAND UNIVERSITY

COMMENCEMENT



SCHOOL OF BUSINESS ADMINISTRATION



The motto of Oakland University, "Seguir Virtute E Canoscenza," which is incorporated in its seal, has a distinguished origin, Canto XXVI, 1. 120, of Dante's Inferno.

These are the final words of Ulysses' great speech to his men urging them to sail on and on in pursuit of knowledge and experience of the world—even beyond the pillars of Hercules, traditionally the frontier and limit of legitimate exploration.

This is the three-line stanza:

Considerate la vostra semenza Fatti non foste a viver come bruti Ma per seguir virtute e canoscenza

Consider your birth

You were not made to live like brutes

But to follow courage and knowledge

SCHOOL OF BUSINESS ADMINISTRATION

June 6, 1998 7:00 p.m.

Howard C. Baldwin Memorial Pavilion
Oakland University
Rochester, Michigan



ORDER OF CEREMONY

Processional

Kevin J. Murphy, *Marshal* Eleftherios N. Botsas, *Deputy Marshal* Lizabeth A. Barclay, *Deputy Marshal*

Board of Trustees Welcome

James A. Sharp, Jr.

Exordium

Ravi Parameswaran Chair, Department of Management and Marketing

Commencement Address

Clive B. Warrilow President and Chief Executive Officer Volkswagen of America, Inc.

Presentation of Special Awards

John C. Gardner, Sr., Dean School of Business Administration Dagmar R. Cronn Vice President for Academic Affairs and Provost

Investiture

Gary D. Russi, President

Awarding of Degrees

Graduate Degrees

Brian R. Goslin, Acting Dean of Graduate Study

Undergraduate Degrees

John C. Gardner, Sr. Gary D. Russi

Alumni Welcome

Michael Palazzola, B.S., '78 School of Business Administration Alumni Affiliate

Valediction

Gary D. Russi

Recessional

The audience is requested to stand during the processional and recessional.

Music is being provided by the Moon Trumpet Ensemble

Brian D. Moon, Director

ON ACADEMIC REGALIA

An edifying note contributed by a certain anonymous doctor of philosophy.

On at least two solemn occasions during the academic calendar-spring and fall commencement—the faculty of the university publicly displays its full academic regalia and participates in the liturgy of processional and recessional, that curious coming and going that symbolizes the ceremony of commencement. The purposes of commencement are well known, but the reasons for the peculiar garb of the celebrants and their odd order of march are often as obscure to the audience as they are, in fact, to the faculty itself. This note may serve to explain academic dress and the professional pecking order it costumes.

Contemporary academics are descendants of clerical schoolmen in the universities of medieval Europe. Like the clergy, members of the bench and bar, and other learned professions, medieval scholars were clothed in heavy robes to stay warm in unheated stone buildings. Like all members of a hierarchical society, the medieval faculties rejoiced in visible insignia of rank. These outward signs of accomplishment and authority were tailored into the robes. Although the need for such voluminous garments to keep the scholar from freezing is long past, the use of them as

emblems of dignity remains. You will observe that all caps and gowns worn by our faculty are black, with certain disturbing exceptions. Black was the color adopted by mutual agreement among American universities at the end of the 19th century. In Europe each university has its own distinctive gown, varying in color and cut from all others. A European academic assemblage is a far gaudier occasion than its counterpart in America. Recently, certain universities in this country rashly broke the agreement and authorized robes in their own colors: for example, the crimson of Harvard and the green of Dartmouth may be seen in our ranks. This unsuitable spontaneity has been frowned on by sister institutions, vet the mavericks not only persist in their madness, but gain adherents to their ranks with each passing year.

There are three basic academic degrees: the baccalaureate or bachelor's degree, the master's degree, and the doctorate. A special style of robe is prescribed for each. The bachelor's gown is sparsely cut, neat, but a bit skimpy and unadorned, as befits apprentices. The master's gown is still simple, but fuller, sports a sleeve of extraordinary design impossible to describe, and has a

hood draped from the shoulders down the back. Once used to keep the frost from the tonsured heads of medieval clerks, the hood now is solely a badge of a degree of scholarly achievement. The master's hood is small and narrow, but displays the colors of the institution that awarded the degree. If you knew the colors of American universities, you could easily identify whence came our masters. The doctoral robe is the most handsome of academic raiment. Generous of cut, of fine aristocratic stuff, it is faced with velvet and emblazoned with velvet chevrons on the ample sleeves. You will note that most of the velvet facings and chevrons are black, but that some are of other colors. According to personal taste, the doctor may display the color of his or her doctoral degree on the sleeves and facings: light blue for education, pink for music, apricot for nursing, orange for engineering, and many more. The royal blue of the Doctor of Philosophy (Ph.D.) is the most commonly seen in liberal arts institutions such as Oakland. The doctor's hood is the most elegant of all academic appurtenances. Large and graceful, it is lined in satin with the colors of the university that awarded the degree and is bordered with the color of the degree itself. Most academic costumes include the square cap called a mortarboard; the doctor's tassel may be either black or gold — tassels of all other degrees are black and stringy.

To instructed eyes, the order of march in the processional and recessional reveals the standing of individuals in the institution's formal hierarchy. In the processional the order of entrance into the hall is, quite fittingly, from most junior to most senior. The baccalaureate candidates enter first, followed successively by the masters and doctoral candidates with the whole separated from the faculty by a decent interval. In the faculty order, the instructors precede the assistant professors who in turn are followed by the associate professors. The august full professors bring up the rear. After a respectful distance come the deans who in turn are separated by a significant space from the awful majesty of the platform party, the president, the vice president, and the members of the board of trustees. All remain standing until the board is seated. After the ceremony, the order of recessional is the reverse of the processional. The greatest dignitaries stream out of the hall first, with the artfully organized ranks of priority wallowing in their wake.

It is hoped that these notes may make more intelligible the spectacle you are witnessing today. A discerning intelligence may detect in it many clues to an understanding of the academic profession as it confronts the ambiguities of the future with ancient wisdom and dignified confidence.

DEGREES AWARDED December 1997

MASTER OF BUSINESS ADMINISTRATION

Carol A. Albright Jeffrey D. Azarovitz Clint John Cerny Lori A. Francis Bryan D. Hackett Vicky Marie Holman Jeffrey J. Hydar Matt S. Koops James Thomas Maas Neil G. Maguire Jill Marie Marshall Karen Marie McCall Joseph William McGuire, Jr. Michael S. Mishanec Scott Edward Mitchell Thomas R. Neal Gina Maria Norden Paul Gerard Pilzner Robert William Regener James R. Schmidt Mark Matthew Utter Jennifer Joyce VanGelder Lorraine N. Waldis Renee Marie Warner Kimberly Sue Williams Kvle K. Yen

MASTER OF SCIENCE

Engineering Management

Reinhold Bacher
Andrew Martin Barba
Andreas Bretschneider
Alfred Dolecek
Matthew P. Dudzinski
Sean Michael Dunn
Mohamed Elfighi
Charlie E. Gandy
Wolfgang Gratzer
Raja Hazime

Thomas Hrabal
Jeffrey J. Jaczkowski
Jennifer M. Kelly
Erwin Kruschitz
Stephan Eugene Kupa
Steven Raymond Muylaert
Renee Marie Pearce
Gabriel Pod
Timothy Michael Polulak
Herwig Schinagl
David William Selby
Wolfgang Slawinski
Jared J. Stein
Alen Stolevski
Timothy Allen Waligora

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Economics

Steven P. Kasper Marcelo Adrian Merlo

Finance

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MASTER OF BUSINESS ADMINISTRATION

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MASTER OF SCIENCE

Engineering Management
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Maynard Linus Isabell II
Jon Christopher Miller
Jeremy Matthew Mills
Dale Scott Norman
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Management Information Systems

Anita Adams Stephen Wheeler Bechler Ebony Shawndra Brown Karvn Marie Campo Mark Peter Constantino William Frederick Coyro III Corey Gerald Elson Joseph Guy Farrell William L. Jorrey Jennifer Gleba Kar Frank William Klingbeil Kevin Daniel Kovach Kurt B. Medrano Debbie J. Mojares Sheila M. Muxlow Duane L. Myers Roger Michael Nichols Lori Lynn Oller Guy Mitchell Pawlak Sarah Marie Regan Jeffrey Allan Scouler Lori Sinistaj David Louis Townsend II

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UNIVERSITY AWARD

ALFRED G. WILSON AWARD

The Alfred G. Wilson Award is presented to an Oakland University senior man who has made outstanding contributions as a scholar, leader, and responsible citizen to the Oakland University community. The 1998 recipient of the Alfred G. Wilson Award is a senior in the School of Business Administration:

Bryan Kenneth Barnett

UNIVERSITY AND SCHOOL HONORS

At each commencement Oakland University extends special recognition to those students who have attained outstanding levels of academic achievement.

The University Senate, acting on the advice of its Committee on Academic Standing and Honors, authorizes University Honors at three levels for those students who have completed 62 credits or more at Oakland, with cumulative averages as follows:

Summa Cum Laude

3.90-4.00

Magna Cum Laude

3.75-3.89

Cum Laude

3.60-3.74

Students who have earned University Honors wear a gold cord over their academic regalia.

Each student who has a record of superior achievement in a major field of study is awarded school honors and is identified by a red cord worn over academic regalia.

ACADEMIC HONORS ORGANIZATION

Membership in the Golden Key National Honor Society is indicated by a purple cord with white tassels worn over academic regalia.

Membership in Beta Alpha Psi, the national scholastic and professional accounting society, is indicated by an orange cord worn over academic regalia.

Membership in Beta Gamma Sigma, the honor society for schools of business administration accredited by the American Assembly of Collegiate Schools of Business, is indicated by a green cord worn over academic regalia.

HONORS AWARDED December 1997

UNIVERSITY HONORS

Magna Cum Laude

Catherine Marie Edmonds Jeffrey M. Gerhard Deann Kay Minnebo Gloria Rose Ossowski Heidi May Schmitt Laura Anne Walsh

Cum Laude

Paul Andrew Brown Ren Joseph Carlton Carolyn Lee Crabtree Lydia A. Hampton Rola Khayata Monica Michelle Klassen Jane Frances Lamb Basam Mansour

SCHOOL HONORS

Accounting

Paul Andrew Brown Ren Joseph Carleton Jeffrey M. Gerhard Jane Frances Lamb Monica Michelle Klassen Scott Darren McConnell Dominic F. Nastasy Gloria Rose Ossowski Heidi May Schmitt Laura Anne Walsh

Finance

Renee Elizabeth Fox Cole Carolyn Lee Crabtree Gregory Allen Fritz Christopher Charles Griffith Mark L. Gurchiek Lydia A. Hampton Jonathan P. Huyghe Deann Kay Minnebo Linda Violet Sharobeem

Human Resources Management

Kathleen Gatz Basam Mansour Miranda Elise Skrove

Management Information Systems

Brian Jeffrey Arnold Pauline Angela DiPonio Catherine Marie Edmonds Dan Ronald Erickson Rola Khayata Tracie Lyn Kline Gayle Lynn Locke Joyce Marie Palazzo Myron John Polisuk

Marketing

Clyde E. Cathcart Martin E. Meyer MaryAnn Parilla Dana Marie Snader Shih-shan Tsen

HONORS AWARDED April 1998

UNIVERSITY HONORS

*Magna Cum Laude*Katherine Marie Mossington

Cum Laude

Ruth Anne Calice Sonia Galisin Eilish Keating John H. Picklo Christian Lee Rhodes Jennifer Lyn Trachy Lydia Wesolowski

SCHOOL HONORS

Accounting

Krista Anne Caughlin Kimberly Kay Luczak Eilish Keating Jeffery James Phillips Christian Lee Rhodes Rebecca Michelle Sanford Karen Ann Sarns

Economics

John H. Picklo

Finance

Ruth Anne Calice Ann Marie Gendich Jeffrey James Phillips Christian Lee Rhodes Brian Dean White Nancy E. Wright

General Management

Sonia Galisin Paul Arthur Gersky Eva L. Jurzak Margaret Helene Major Michael Anthony Talarico Amy Anne Theresa Wilski

Human Resources Management

Laura Catherine Crossley Cynthia Marie Hanson Lora Anne Honaker Katherine Marie Mossington Duane L. Myers Jennifer Lyn Trachy Lydia Wesolowski

Management Information Systems

Stephen Wheeler Bechler Karyn Marie Campo Mark Peter Constantino Duane L. Myers Guy Mitchell Pawlak Sarah Marie Regan Amy Renee Young

Marketing

Bryan Kenneth Barnett Kelli Lee Buck Charlene B. Gale Rebecca Michelle Sanford

THE SCHOOL OF BUSINESS ADMINISTRATION

The School of Business Administration was established in 1969. Originally named School of Economics and Management, its mission was to prepare young people for the frontiers of management of the public and private sectors. Its emphasis was on analytical tools, the universality of human endeavors for betterment of life, and the obligations of management to society. Its name was changed in 1986, to the School of Business Administration, but its mission to prepare people "for careers involving problem-solving, decision-making, identification of objectives, and the utilization of human and physical resources for intelligent performance in a variety of organizational settings" has remained constant. With the growing importance of information technology on the success of businesses, the School is also dedicated to providing students with in-depth knowledge in the application and management of technology in their discipline.

A manager's ability to adapt to ever changing competitive environments and embrace opportunities as they present themselves is fundamental to his/her success. Our goal is to provide today's students with the fundamental knowledge and skills to be successful managers in the dynamic business environments of the future.

Graduates of the School of Business Administration are successful in a variety of professional areas including managers, entrepreneurs, public servants, and academics, and are located throughout the United States and worldwide.

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