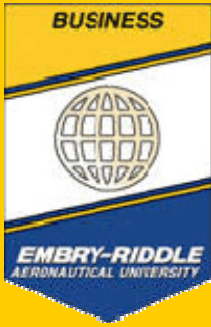


# College of Business

Volume 1, Issue 5

April 2009



## Inside this issue:

Student Profile: Kaleigh Sides	1
New Course Offering: Transportation Principles	1
NASA Means Business	2

## Upcoming Stories:

- McNair Scholarship Winner
- New Course Offering: E-Commerce with Shirley Fedorovich
- Spring Awards
- Dean Petree's Column
- Expanded Stories

Embry-Riddle Aeronautical University

600 S. Clyde Morris Boulevard  
Daytona Beach, FL 32114-3900  
Phone: 386-226-6000

[www.erau.edu](http://www.erau.edu)

## Student Profile: Kaleigh Sides

As a junior in the College of Business, Kaleigh Sides is on the right track to following her dreams in aviation.

Sides transferred from a community college in Illinois. She quickly found herself deep in the ERAU culture.

Now Sides has a partial scholarship through the Air Force ROTC program, is a member of Delta Mu Delta (business honor society), Silver Wings (community service organization supporting military works), and writes a student journal for the Office of Admissions.

"I've wanted to be a part of aviation for a long time," Sides said. "I read the Scott O'Grady novel

when I was in eighth grade and fell in love with that culture. I wanted to



be a pilot. That's how I first found out about Embry-Riddle."

Sides decided later that she didn't want to be a pilot. She shadowed airport managers and re-

searched everything she could about airlines. She still loved aviation. "I be-

gan to Google schools and immediately found ERAU, again," said Sides.

Recently, Sides competed in the College of Business Diversity Essay Contest.

## New Course Offering: Transportation Principles

While it is nothing new to the ERAU curriculum, BA 215, Transportation Principles is once again being offered at the Daytona Beach campus.

"It's been in the curriculum for years, but has

mostly been taught through Worldwide," said Dr. Michael Williams, the course's instructor.

The course goes with the BSBA program. It is only required by students looking for the Air Trans-

portation aspect of the business degree.

The main focus of the course is the operation of the five modes of transportation: air, rail, maritime, highway, pipeline.

*Continued from cover (Sides)*

"I found out about it over the fall break but brushed it aside," she said. "I didn't decide to enter the contest until last minute."

Participants were asked to write an essay on how Embry-Riddle might improve diversity in the College of Business. Sides suggested foreign language classes, a cultural fair, and more culture specific activities on campus.

"I didn't think I had a shot at winning," Sides said. She received \$300 as part of her prize for the winning essay.

Sides plans to pursue her MBA at the College of Business. We will be sure to keep our eyes on her as she finishes her career at ERAU.

*Continued from cover (New Course)*

"We look at the intermodal aspects of the transportation industry, as well as pricing, impacts, and organizational structure," said Dr. Williams.

The course is offered as a 200-level freshman or sophomore class. Under the curriculum, students must write a paper and participate in lab simulations.

"That's what makes the course interesting," said Dr. Williams. "The simulations are basic but they teach the students how the different

transportation modes operate and interact."

Apparently, the course is such a success that some students want to take it as an open elective.

"The only problem is that it is a 200-level course," said Dr. Williams. "Those don't fit the requirements for specified electives, unfortunately."

*"...[simulations] teach the students how the different transportation modes operate and interact."*

It is new and exciting courses like these that keep the College of Business at the forefront of the aviation business industry.

## NASA Means Business



Students from Embry-Riddle are always finding themselves competing against larger schools.

For the seven member team from ERAU, the NASA Means Business competition was no exception.

The competition focuses on the devel-

opment of a marketing strategy for the Constellation Program, a project to replace the Space Shuttle and take humans back to the moon and beyond.

The two-semester contest is sponsored by the Society for the Advancement of Management. See our next publication for the full story.

### ERAU TEAM MEMBERS:

- Nick Bartolotta
- David Bodnovich
- Eliot Bostar
- Nicole Fossum
- Max Fox
- Adam Kuebler
- Curtis Szajkovic

For expanded news stories see our master issue at the close of the semester.

If you would like to contribute information to future College of Business newsletters, please contact:

Blake Hollis

Newsletter Reporter for the College of Business

[hollif8d@erau.edu](mailto:hollif8d@erau.edu)

## Interested in Giving to the College of Business Fund for Excellence?

Contact: Mr. Christopher Lambert, Development

[Christopher.Lambert@erau.edu](mailto:Christopher.Lambert@erau.edu)

386-323-8827

