

INTRODUCTION TO THE FACULTY-STUDENT PUBLICATION OF CASE STUDIES OF BUSINESS IN THE WESTERN PACIFIC

I am pleased to report the completion of the first *Journal of the International Academy for Case Studies* issue that features case studies of businesses on Guam and Western Pacific. All final manuscripts listed below went through a peer-review process and were accepted for publication in the *JACS*. The final manuscripts were sent to the publisher (Allied Academies) on February 5, 2009 and will appear in print by February 2010.

THE MINI CAMACHILE TREE STORE: SURVIVAL AND GROWTH IN A SPECIAL ENVIRONMENT

Ning Li, Ph.D., Assistant Professor of Public Administration, University of Guam
KenJoe Ada, MPA Graduate 2007, University of Guam

MARIANAS ENVIRONMENTAL, LLC.: BRILLIANT IDEA, DIFFICULT STARTUP

Ning Li, Ph.D., Assistant Professor of Public Administration, University of Guam
Charles Esteves, BA Senior, University of Guam

ISLA TRAINING CENTER: PRODUCT DIFFERENTIATION IN A PRICE-COMPETITIVE MARKET

Maria Claret M. Ruane, Ph.D., Associate Professor of Economics and Finance, University of Guam
Sandra Paulino, PMBA Graduate 2008, University of Guam

ADVISORS UNLIMITED: PRACTICAL APPLICATION OF ECONOMIC THEORY

Francisco T. Salas, Jr., BA Graduate 2008, University of Guam
Karri T. Perez, Ph.D., Assistant Professor of Global Resource Management, University of Guam

LORNA VALDEZ ON COOKING UP A BUSINESS: LORWILL'S BBQ STAND

Annette Tajeron Santos, Ph.D., Assistant Professor of Business Administration, University of Guam
Jennifer Dacanay, BA Graduate 2008, University of Guam

COMMUNITY FIRST GUAM FEDERAL CREDIT UNION

James J. Taylor, Ph.D., Associate Professor of Finance, University of Guam
Kimberly J. M. Perez, BA Graduate 2008, University of Guam

This project is an example of assessment of the following program learning goals in the following SBPA programs:

Learning Goals for the BBA Program (2008-09 UOG Undergraduate Catalog, p. 81)

BBA 1: Develop a general understanding of all facets of business operations and activities;
BBA 3: Recognize how legal, regulatory and political environments affect business decisions;
BBA 4: Develop and appreciate an understanding of diversity, regional, and global issues in multicultural settings.
BBA 5: Demonstrate effective managerial communication abilities;
BBA 6: Demonstrate critical thinking and analytical skills;
BBA 8: Demonstrate a close interaction with the business community;
BBA 11: Demonstrate teamwork and leadership.

Learning Goals for the BA in Accounting (2008-09 UOG Undergraduate Catalog, p. 83)

BBAA 1: Demonstrates teamwork and leadership in the accounting/business environment;
BBAA 2: Demonstrates critical thinking and the ability to gather and synthesize information for accounting/business management problems;
BBAA 5: Demonstrates and ability to communicate relevant financial and non-financial information effectively;

Learning Goals for the BS in Criminal Justice (2008-09 UOG Undergraduate Catalog, p. 86)

BSCJ 2: Demonstrate leadership and teamwork skills;

BSCJ 3: Demonstrate critical thinking and analytical skills in solving real world problems in criminal justice;
BSCJ 4: Demonstrate a sufficient real world understanding of law and public policy process;
BSCJ 5: Demonstrate proficiency in information technology, and communication skills, etc.;
BSCJ 6: Demonstrate an understanding of local, regional and global environments and their relevance to criminal justice;

Learning Goals for the BS in Public Administration (2008-09 UOG Undergraduate Catalog, p. 87)

BSPA 2: Demonstrate leadership and teamwork skills;
BSPA 3: Demonstrate critical thinking and analytical skills in solving real world problems in public administration;
BSPA 5: Demonstrate proficiency in information technology, and communication skills, etc.;
BSPA 6: Demonstrate an understanding of local, regional and global environments and their relevance to public administration;

Learning Goals for the Professional Master's in Business Administration (2008-09 UOG Graduate Bulletin, p. 44)

PMBA 2: Awareness of Environmental Forces: Recognize new environmental forces, i.e., Economic, Demographic, Political/Legal, Social/Cultural, Technological, and Natural, and integrate such trends and appraise regulatory and ethical considerations in opportunities domestic and global issues as they affect business decision-making.
PMBA 4: Diversity: Demonstrate awareness and comprehension of the forces of globalization and the impact of diversity on organizations.
PMBA 5: Communication: Demonstrate the capacity in written, oral, and non-verbal communications to express clear thinking and encourage dialogue and listening.
PMBA 6: Critical and Analytical Thinking: Exercise critical and analytical thinking skills in addressing challenges and opportunities:
PMBA 8: Identify Opportunities and Threats: Develop policy that promotes the ongoing concern of a business and identify alternative solutions to problems and articulate opportunities.
PMBA 9: Teamwork and Leadership: Demonstrate ability to function in emergent teams that value and respect clear purpose, roles, diversity, shared leadership, dialogue and open communication, consensus decision, and active participation.
PMBA 11: Research Skills: Demonstrate ability to undertake research project, gather data and synthesize them into information for business managerial problems.

Learning Goals for the Master's in Public Administration (2008-09 UOG Graduate Bulletin, p. 57)

MPA 3: Demonstrate critical thinking, analytical and research skills in solving real world problems in public administration.
MPA 5: Demonstrate advanced proficiency in information technology, and communication skills.
MPA 6: Demonstrate an advanced understanding of local, regional and global environments and their relevance to public administration.

This project benefits SBPA and UOG in terms of scholarship by faculty and students, an example of faculty-student research collaboration that accrediting bodies like the AACSB view as exemplary. It also contributes toward UOG's land-grant mission. We also can use these teaching cases in several of our courses, including those in our new Entrepreneurship concentration, thus providing yet another example of how we link our curriculum to the local business community (which is BBA Program Learning Goal #8). The collection of business cases can be made available to students electronically through a website and/or by copying them onto a CD/DVD-Rom, which supports the UOG Green Initiative.