

CURRICULUM VITAE

Thomas F. Rienzo

Department of Business Information Systems
Western Michigan University, Kalamazoo, MI 49008
269-387-5511 (office), 269-387-5710 (fax)
E-mail: thomas.rienzo@wmich.edu

EDUCATION:

- Ph.D.** Science & Technology Education Program — April 2007
Western Michigan University, Kalamazoo, MI
College of Arts and Sciences
Dissertation Title: Conceptual Change Resulting from Experiential Learning with Business Enterprise Software
- MBA** Graduate School of Business Administration — 1991
Western Michigan University, Kalamazoo, MI
Major: Business Management
- B. S.** College of Engineering — 1974
Cornell University, Ithaca, NY
Major: Chemical Engineering

ACADEMIC EXPERIENCE:

- August 2007 – Present **Faculty Specialist II**
Department of Business Information Systems
Western Michigan University
Kalamazoo, MI 49008
- August 2001 – August 2007 **Full-time Lecturer**
Department of Business Information Systems
Western Michigan University
Kalamazoo, MI 49008
- August 2001 – April 2002 **Adjunct Professor**
Department of Business
Kalamazoo Valley Community College
Kalamazoo, MI 49009

INDUSTRIAL WORK EXPERIENCE:

- November 2000 – December 2006 **Principal**
Paradox Associates
Kalamazoo, MI 49009
- March 1999 – August 2000 **Senior Engineer / Site Manager**
Hercules Incorporated
Kalamazoo, MI 49004
- June 1994 – February 1999 **Laboratory Manager**
Hercules Incorporated
Kalamazoo, MI 49004

April 1984 – May 1994 **Research Engineer**
Hercules Incorporated
Kalamazoo, MI 49004

March 1979 – March 1984 **Senior Sales Representative**
Hercules Incorporated
Springfield, MA

HONORS AND SCHOLASTIC AWARDS

Dean’s Teaching Award

Haworth College of Business, BIS Department, 2010

Graduate Research and Creative Scholar Award

Haworth College of Business, Western Michigan University, 1990

ACADEMIC GRANTS

Western Michigan University Interdisciplinary Studies Grant (\$5400). This grant supported partnerships with ISM program and industrial hiring organizations to develop analytical cases for the classroom (2011).

Western Michigan University Research and Development Award (\$2500). This award provides resources to seek outside funding in support of research (2008).

Hardware equipment grant from Kellogg Foundation (\$12000). The grant awarded twenty Dell laptops to explore wireless instruction in a college core course – BUS2700 Information and Communication Infrastructure (2004).

TEACHING EXPERIENCE

I. Graduate Course Development

- **Managing with Technology (BUS6180)**

Traditional IT management MBA course was revised to emphasize technology tools used to manage modern businesses. Integration and collaboration technologies presented within the “flat world” framework introduced by Thomas Friedman, the disruptive technology model of Clayton Christensen, and nearly decomposable systems of Herbert Simon. Portal, discussion forum, and document collaboration technologies were introduced as part of the course. Process integration was personalized through the HEC ERP Simulation Game which presents students with the opportunity to use ERP software to make business decisions.

II. Undergraduate Course Development

- **Business Analytics (CIS 3640)**

Created from concept to content, this course reviews the business intelligence spectrum from widely distributed, managed, process-based reports through specialized, exploratory, team-based business analytics. Skills developed include: (1) robust spreadsheet capabilities, (2) dashboard design and creation, and (3) process automation and macros. Cases developed from models submitted by industrial partners are a major feature of the course.

Development requires establishing and nurturing relationships with industrial partners.

- **Business Reporting (CIS 2640)**

This course provides skills to access data from many different sources (local files and databases, server databases, World Wide Web) filter the data both at the source and in the report application software, and analyze or organize the data in formats that aid decision-making. The course makes extensive use of Excel MS Query, pivot tables, and Access

databases. Extended Excel skill development in the course and created assessments delivered through the university intranet.

- **Information and Communication Infrastructure (BUS 2700)**

Traditional introductory MIS course was revised to position information technology (IT) in a larger information-communication technology (ICT) framework. ICT is relevant to every business major because computerized information systems are not just making business processes more efficient. Their capabilities are critical in re-designing the business processes themselves. Technology and business processes are inextricable. We want students to recognize they must adapt to evolving pressure from the business environment, and technology will play a major role in that adaptation in every business functional area. The course now focuses on the role played by information systems in linking the components of the business value chain. Students are exposed to enterprise systems through experiential learning with ERP software. The course also addresses paradigm shifts occurring in the way people live and work, enabled by ICT infrastructure, which are every bit as liberating and tumultuous as the shifts that were initiated by the invention of printing in the 15th century and the industrial revolution in the 18th century. All assignments and assessments are delivered and collected through the university intranet.

- **Introduction to Business Computing (CIS1020)**

Traditional introductory computing course was revised to prepare students for software and computational demands of higher level courses, particularly accounting and finance. Spreadsheet instruction was expanded to include pivot tables and charts in preparation for business warehouse data extraction, goal seek for finance calculations, and extensive use of ranges, data validation, and lookup functions for data analysis. Students are exposed to the connections that Microsoft is making between its office productivity software and enterprise systems. Functions of personal relational database systems are compared to enterprise systems. Web forms are now introduced to establish a link with database forms and give students the opportunity to collect data from their websites. All assignments and assessments are delivered and collected either through the university intranet or publisher web-based e-learning software. Course makes extensive use of clicker questions linked to content prepared outside the classroom.

- III. 2002 – 2003 (Kalamazoo Valley Community College)**
Computing in Business (MS Office) (BUS 103)
Quality Management (BUS 110)

RESEARCH PUBLICATIONS AND WORK IN PROGRESS

I. Journal Publications

1. “Microsoft or Google Web 2.0 Tools for Course Management”, Journal of Information Systems Education, Vol 20, No 2, Summer 2009 (with Bernard Han).
2. “Learning Business Process Integration: Step by Step is only the First Step” (with B. Han) Decision Line, Vol 41, No 2, March 2010 (with Bernard Han).
3. “Does ERP Hands-on Experience Help Students Learning Business Process Concepts?”, Decision Sciences Journal of Innovative Education, May 2011 (with Bernard Han)
4. “Intrinsic factors for continued ERP learning - a precursor to inter-disciplinary ERP curriculum design”, Decision Sciences Journal of Innovative Education, May 2011 (with Kuanchin Chen and Muhammad Razi)

II. Research Work in Progress

1. Business analyst skills
2. Technology engagement, satisfaction, and continued interest
3. Online collaboration

III. Refereed Book Chapters

1. "Putting Enterprise Systems in a Larger ICT Context". In Targowski & Tarn (Ed.), *Enterprise Systems Education in the 21st Century*. Harrisburg, PA: Idea Group Publishing, 2007 (with J. Danenberg, M. Tarn). This chapter also appears in Van Slyke (Ed.), *Information Communication Technologies: Concepts, Methodologies, Tools, and Applications*, Hersey, PA: Information Science Reference, 2008.
2. "Teaching Integrated Business Processes via ERP Configuration". In Targowski & Tarn (Ed.), *Enterprise Systems Education in the 21st Century*. Harrisburg, PA: Idea Group Publishing, 2007 (with B. Wagner).

CONFERENCE PAPER PROCEEDINGS AND WORKSHOPS

1. "Does ERP Hands-On Experience Help Students Learn Business Process Concepts", Decision Sciences Institute 2010 Annual Meeting, San Diego, CA, 2010
2. "Collaboration Software for Large Course Management", Prentice Hall Information Technology Symposium for Educators, Livonia, MI, 2010
3. "ERP Simulation with Dynamics GP", Microsoft 2010 Convergence Conference-Academic Alliance, Atlanta, GA, 2010
4. Microsoft Dynamics Great Plains Workshop, International Conference of Pacific Rim Management and Association for Chinese Management Educators, San Francisco, CA, 2009
5. "Connecting Laws of Science and Society", ISCSC Annual Conference, Kalamazoo, MI, 2009
6. ERP Simulation Roundtable, Microsoft Convergence, New Orleans, 2009
7. "Collaborating College IT Education With High Schools: An Empirical Study", Decision Sciences Institute 2008 Annual Meeting, Baltimore, MD 2008
8. "Secondary & Post-Secondary Collaboration Using Web 2.0", Michigan Career Education Conference, Detroit, MI, 2008
9. "Innovative Teaching of Business Decision-Making Using Microsoft Dynamics with a Simulated Economic Model", Microsoft Academic Alliance Convergence Conference, Orlando, FL, 2008
10. "Learning Business Processes with Enterprise Resource Planning Software", Decision Sciences Institute 2007 Annual Meeting, Phoenix, AZ, 2007
11. "An Extended Value-Driven Service-Oriented Information Technology Education Model", Decision Sciences 2007 Annual Meeting, Phoenix, AZ, 2007
12. "Outsourcing Premises and Consequences", Facing East Facing West Conference, Kalamazoo, MI, 2007

CURRENT RESEARCH INTEREST

- Integrating enterprise, productivity, and collaboration software
- Business Intelligence and skill sets for business and systems analysts
- Collaborative Teaching and Learning through Online Technologies

ACADEMIC SERVICES AND PARTICIPATION

Department Level

- 2011** Decision Science Journal of Innovative Education – Reviewer
 CIS major Advising, CIS-BA Advising Committee
 BA Track Coordinator

- 2010 CIS major Advising, CIS-BA Advising Committee
CIS major Advising, CIS-BA Advising Committee
Dean's Teaching Award Committee
High School Collaboration
- 2009 Decision Science Journal of Innovative Education – Reviewer
Electronic Firm participation with local industry
- 2008 IT Forum Committee Chair

College Level

- 2011 Technology and Learning Committee
Technical Editor – ISCSC Journal
- 2010 Technology and Learning Committee
Paper Chair for Digitalization Conference
- 2009 Technology and Learning Committee
Proceedings Editor for Civilization Conference

University Level

- 2011 CHITA Conference Committee
- 2010 Learning Management System Review Committee
- 2009 Learning Management System Review Committee

INDUSTRIAL MANAGEMENT

- Staff supervision of 16 people, personnel hiring, job order information management, including relational database and groupware design and applications
- Safety and quality management, maintenance of quality systems, oversight of \$1.5MM budget and general laboratory day to day activities.

INDUSTRIAL INFORMATION SYSTEMS APPLICATION

- Relational database capturing workflow of technical service testing
- Lotus Notes technical service database satisfying sales and research business information workflow.

INDUSTRIAL TECHNICAL SERVICE TRANSFORMATION AND PROJECT MANAGEMENT

- Trial plan, equipment specifications, equipment supplier interface, and equipment process validation for introduction of new chemical product line to European marketplace.
- Progressive re-engineering of technical service laboratory as a sales tool, including statistical process control, quality management, and visual experiences of data for visitors.
- Initiated ISO 9000 quality system for technical service laboratory
- Purchase and installation of film transfer size press for model paper machine, the first of its kind for miniature model papermaking systems

INDUSTRIAL SALES SUPPORT

- Coordination of strategic and tactical objectives for \$5 MM of chemical sales to large manufacturer.
- Service engineering support for specialty chemical sales.

REFERENCES

Dr. Bernard Han
Professor and Chair of the Center for Health
Information Technology Advancement
Haworth College of Business
Western Michigan University
Kalamazoo, MI 49008
269-387-5428
bernard.han@wmich.edu

Dr. Michael Tarn
Professor and Chair of Department of Business
Information Systems
Haworth College of Business
Western Michigan University
Kalamazoo, MI 49008
269-387-5409
mike.tarn@wmich.edu

Dr. Bret Wagner
Associate Professor of Management, Director of ISM
Haworth College of Business
Western Michigan University
Kalamazoo, MI 49008
269-387-5222
bret.wagner@wmich.edu

TEACHING PHILOSOPHY¹

Thomas Rienzo

I believe that good teaching is good selling. The outcome of both processes should be conceptual change. Students or clients should see the world differently as a result of their learning experiences, and be willing to make decisions based on new perspectives. The best way to sell is to provide value in the eyes of the customer. This is a challenging effort in industrial settings, but it becomes even more complex in academic environments, because students are simultaneously customers with respect to course offerings and products with respect to potential employers. In the academy there is an inherent dynamic tension between product optimization and customer satisfaction.

I believe that while a university education cannot afford to be irrelevant to employable skills, the university experience should be expansive in its breadth and depth. It should be a laboratory of new theories and new ideas as well as an explorer and interpreter of well established best practices. In the university, students should be exposed to relationships and connections that help them see themselves in a story that is larger than their individual lives.

I judge that experiential learning is the best form of learning, and students become interested in courses if they can see them as relevant to their lives and beneficial to their future aspirations. I try to incorporate commercial examples of course concepts wherever appropriate, using business and technology articles from the New York Times and the Wall Street Journal. I use projects and exercises to offer students a visceral feel for course subject matter and utilize as many on-line resources as possible to provide access to course material from any network connection. Just as a robust integrated philosophy emerges from exposure to many concepts and perspectives, courses should employ a variety of communication mechanisms whenever possible to address different learning styles. Newly available collaboration software offers rich communication possibilities.

My teaching and research interests focus on the integration of enterprise, productivity, and collaboration software. After more than 50 years of reflection, I judge that there are three things that are mine to do:

- teach
- deliver the message "the story is bigger than you" in many different ways
- be a messenger of awe

I am sure that I will spend the rest of my days on this planet trying to discern ways to do those things.

¹ Teaching ratings and student comments on courses taught at Western Michigan University are available upon request.