



Wednesday, January 21, 2004

New CSUDH dean gets down to business

LEADERSHIP: Veteran of private industry is in charge of curriculum and accreditation. He believes open communication is key to success.

By Muhammed El-Hasan, Daily Breeze

James Strong, who worked for nine years as a marketing representative and sales manager for a floor-tile company, helps aspiring business people achieve their dreams.

In July, Strong, 50, of Whittier, joined California State University, Dominguez Hills as dean of the School of Business and Public Administration. Strong earned his doctorate in business administration in 1990 from Drexel University in Philadelphia.

• What does your job entail?

I oversee the business school's administration. That includes curricula, research, finances, accreditation and human resources. I also represent and promote the school in the business and alumni communities.

• What have you done to make your leadership position more effective?

You have to have consensus. In any large organization, there's a lot of chatter in the system. So you have to continue bringing that message to people on where we are and where we need to go. It's important to understand where the school is relative to the goals and objectives that have been set for the school and established by the school. You have to meet with a lot of people and you have to do an assessment of those goals and get people to buy into whatever new actions need to be taken.

• What's the most significant action you've taken as business school head?

No. 1, we are greatly increasing our focus on fund raising. I put a lot more emphasis on that than was here in the past. The other major issue we had taken on is working to achieve accreditation from a prestigious accreditation group.

• What qualities does a person need to go into business?

You have to have an entrepreneurial spirit. You have to have a set of functional skills such as accounting, marketing,

STOCKS

Index	Last Change	
Dow	10571.70	+43.04
Nasdaq	2133.66	-14.32
S&P 500	1141.78	+3.01

NEWS WIRE

CareerWorks
Powerful
Tools for
Job Seekers
& Employers

HOME
Guide
Great
buys on
South Bay
Real Estate

The South Bay
SOURCE
Your complete
guide to life
in the South Bay

SALARY
Are you making
what you're worth?

finance or public administration. For you to be successful, it's advantageous to have leadership skills. If one is motivated to go beyond entry or middle-level positions, you have to have leadership skills. You have to have good communication skills. Many businesses are team-based, and being a good team member requires having good communication skills. You need a strong work ethic and a positive attitude.

- What do you think about college dropouts who make it in business?

In Bill Gates' case, he's the richest man in the world and an extraordinarily motivated individual. So you can't argue with that. For every Bill Gates, how many people who dropped out were as successful as they would have been if they had stayed in school? You can be successful in business without a business education. I think a business education helps you be successful and stay successful more than if you did not have one.

- Do you ever daydream about starting your own business?

No. Because I'm totally engaged in what I'm doing. I daydream about getting a grant or establishing a center for the school.

- What do you like most about your job?

Seeing and helping students be successful, more successful than what they otherwise would be.

- What do you dislike about your job?

Unnecessary bureaucratic interference -- certainly not within the campus.

At Work profiles a South Bay worker or employee each Tuesday.

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