



UW-La Crosse Newsletter

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DEAN'S OFFICE
138 W. Carl Wimberly
Hall

Mid-Semester is
March 11, 2016

- **Applications for admission to the Business Program are due.** All business majors who will be eligible, and **who are planning to start advanced (300-400 level) business courses in summer or fall 2016, MUST APPLY for the program.** Applications are available at the Dean's Office. Late applications may not be accepted. Applicants who are completing some of the admission requirements during summer session, here or elsewhere, must also apply by this deadline. Not sure about the requirement? Check the CBA advising website: uwlax.edu/CBA/Admission-into-the-Business-Program/
- **All major and minor changes are due.** Changes to students' majors and minors are done only through the Dean's Office. *Changes will be accepted up until mid-semester to facilitate the registration process and assignment of advisors. No changes will be done after that date until registration is over in early May.*
- **Students planning to change to another college** (Science and Health or Liberal Studies) must file a "Change of Program" form at the new college dean's office. These are also due by mid-semester and will not be processed after that date until registration is complete in early May. Change of Program forms are available at the CBA Dean's Office.

Advisor/Advisee Assignments

Faculty advisor assignments are noted in the WINGS student center. Students should check to confirm their assignment, particularly new, transfer and reentry students, and those who have recently changed majors. Students are expected to visit with their advisors at least once a semester.

Advising does not take place only at registration time. Students are encouraged to visit with faculty advisors at any time. Most faculty post their office hours on their doors. If these hours are incompatible with a class schedule, students should talk with their advisors about arranging another time.

Advising Information Online, etc.

Check out the registration and course scheduling information for CBA students at our website: uwlax.edu/CBA/CBA-Academic-Advising/. Here you will find basic information about registration advising and scheduling business core requirements and majors. This information is helpful to review before meeting with your advisors.

The departments also have information about their programs, careers, faculty, student organizations, etc. You can link to their websites from the CBA home page.

Checksheets outlining all degree requirements (General Education, Business Core, all business majors and minors) are also available. You can pick them up from the Dean's Office in 138 Wimberly Hall.

Your electronic *Advisement Report (AR)* degree audit is always available to you and your faculty advisor in your WINGS student center.



Registration for Summer and Fall 2016

Registration for fall semester begins in mid-April. Instructions for registering are sent to your email address by the Records and Registration Office in late March.

Registration advising will be available from faculty advisors, usually by appointment. Advisors should have sign-up sheets for appointments at this time, or you'll receive other information about appointments from them. Students should schedule appointments well in advance of their registration time and day. **Students majoring in Accountancy and International Business are required to see their advisors before they may register, and some other CBA faculty may also restrict registration until an advising session has taken place.**



May, August and December 2016 Graduate Credit Checks

Graduates must apply to graduate through the WINGS Student Center. It is found under the "other academics" drop down menu. For May and August 2016 graduates, this should be done now if you haven't already done so. December 2016 grads must apply to graduate by May 1st.

An in-person credit check meeting with the Assistant to the Dean, Becky Vianden, is **not** required. Instead, follow these steps:

- 1. Prior to registering for your last semester**, view your Advisement Report in WINGS to confirm your remaining requirements.
- 2. If you have questions/concerns, or if you notice inaccuracies in the Advisement Report**, please contact Becky Vianden (bvianden@uwilax.edu).
- 3. After you have registered for your last semester**, check your Advisement Report again to ensure you are meeting all requirements. Becky Vianden will also do a credit check of all students who have applied for graduation. No in-person credit

check meeting is required, unless you have specific questions or concerns. Ms. Vianden will contact you via email if you have deficiencies and need to adjust your schedule.

As always, you are encouraged to meet with your faculty advisor. You should also check your **Advisement Report** in WINGS, especially if you make changes to your schedule.

**The deadline to apply for December or January graduation is May 1st.

Reminders

- 1. Dropping a class?** The last day to drop a full-semester course is March 25th. Drop forms may be obtained from the Dean's Office; they require the instructor or student's faculty advisor signature. **Students may not drop courses after this date.**
- 2. Planning to complete a course at home over the summer?** If you are thinking about completing a course somewhere other than UWL, please note that you must obtain permission from the Dean's Office, in advance, if you want to transfer the course back to your program here. **Repeating courses may be done only at UWL.**
- 3. Thinking about studying abroad next year?** Check the UWL Study Abroad website for all the information about deadlines, various program opportunities, scholarships, etc. Go to this website and click on Study Abroad on the left side of the page: uwilax.edu/international-education/.

The CBA strongly encourages this type of international experience, and there are opportunities for study anywhere from three weeks to a full academic year... in English and non-English speaking areas of the world.
- 4. Milestones!** Milestones are markers on your record that indicate placement level in math and English, and also *Admission to the Business Program*. **You can find your milestones in your WINGS Student Center.** Check the drop-down menu and click on the link. It's the same menu list with your Advisement Report (AR), transcript, course history, etc.

CBA Study Abroad Scholarships

If you are studying abroad in Summer or Fall 2016, consider applying for a CBA Study Abroad Scholarship. Dollar

amounts are to be determined. Past scholarship recipients have received awards of approximately \$500.

To apply, go to:

<http://tinyurl.com/h2tc2h6>.

Applications require résumé, study abroad statement, and unofficial transcript. Application deadline is **March 25th**.

Like us on Facebook

Get updates from the CBA Dean's office by liking our new Facebook page: facebook.com/UWLCBA

DEPARTMENTAL UPDATES

ACCOUNTANCY DEPARTMENT

Banquet

The Thirty-third Annual Spring Accountancy Banquet is scheduled for Wednesday, April 27, 2016 at Valhalla in Cartwright Center. There will also be a "Meet and Greet" from 2:00-4:00 p.m. in the Hall of Nations located in Centennial Hall. This will be an additional opportunity for employers and students to meet. All accountancy majors are encouraged to attend. This is an excellent opportunity to network with firms, businesses, and UWL alumni. The Department of Accountancy awards its scholarships at the banquet. If you did not receive an invitation, come to the Department of Accountancy office, 415 Wimberly Hall.

Faculty Changes

Two faculty members will be retiring from the Department of Accountancy in the summer of 2016. Professor Barbara Eide, Ph.D. and Professor Joseph Kastantin. We have started recruiting new faculty to fill those vacancies.

Three new faculty members have joined the department: Greg Liyanarachchi, Ph.D.; Nirmalee Summers, Ph.D.; and Elizabeth Brown, JD.

Placement

BUS 350, Career Preparation, will be offered in the fall. Accountancy majors

are strongly encouraged to take the course as a junior.

Demand for UWL accountancy graduates in professional positions and current accountancy majors in internships remains strong.

Accountancy Major

The accountancy major consists of eight required courses and one elective (28 total credits). The required courses are ACC 321, 322, 325, 327, 330, 418, 421, and 438. Students must have a 2.50 GPA in those 28 credits.

Accountancy Minor

The accountancy minor consists of thirteen credits: ACC 321, plus three additional 3-credit ACC courses numbered 300 or above.

Class Scheduling Information

Summer Session I

Online offerings:

ACC 221 – Accounting Principles I (1-2 sections)
ACC 222 – Accounting Principles II
ACC 421 – Advanced Accounting
BUS 205 – Legal and Ethical Environment of Business

Summer Session II

ACC 222 – Accounting Principles II
ACC 327 – Accounting Information Systems

Fall Semester 2016

All required accounting courses will be offered and three electives are planned. Accounting for Governmental and Not-For-Profit Entities, Principles of Fraud Examination with Dr. Herron, and the third elective is ACC 430 – Taxation II.

BUS 305 and BUS 405 will be offered.

Winter 2017

Expected online offerings:

ACC 221 – Accounting Principles I
ACC 222 – Accounting Principles II
BUS 205 – Legal and Ethical Environment of Business

Spring Semester 2017

ACC 421 will be offered in spring, but not summer 2017. All other required major courses (including 418) will be offered. Accounting electives are expected to be ACC 301 and ACC 430 for accounting majors. In addition, the department will

offer ACC 301 – Taxation for Non-Accountants, an elective in the ACC minor.

BUS 305 and BUS 405 will be offered.

Advising and Registration

All accountancy majors are required to meet with their advisors before registering online to remove their advising hold. Carefully review your Advisement Report before scheduling your advising appointment and registering. If you have questions about the accountancy major, be sure to discuss these with your advisor. Additional information regarding advising will be forthcoming.

Accountancy Tutors

If you need assistance with your ACC 221 or ACC 222 classes, tutors are available in the Murphy Library tutor area on the second floor. Hours are Monday, Tuesday, and Wednesday evenings.

150-Hour Curriculum and CPA Candidates

Passing the CPA examination is part of the process to become a licensed CPA. Wisconsin and Minnesota require 150 college credits to become a CPA. The department recommends that all students complete their 150-hour curriculum before starting employment in any jurisdiction. Students should determine the CPA license requirements and process for the state they will be licensed and work in.

ECONOMICS DEPARTMENT

Summer 2016 Courses

The Economics Department will be offering the following courses online this summer: ECO 110, ECO 120 and BUS 230.

Fall 2016 Courses

The Economics Department will offer ECO 305, 308, 312, 320, 336, 340, 350, 402 and 440. Some descriptions for a few of these courses are offered below.

ECO 312:

What is economic growth and development? How do we recognize it, measure it, determine its extent, and explain its causes? We will consider the evolution and growth of the U.S. economy

by focusing on its major players. First we will examine the changing household, particularly in regard to the trade-offs between labor and leisure, including the changes we observe in the makeup of household income earners and labor market participants. We will in turn examine changes in the makeup of firms, the role of government, and special topics in transportation, banking, and the Great Depression as a lesson for our recent economic crisis. Throughout the course we will apply economics to history and history to economics. Economic methodology is used to explore historical issues, and historical examples are used to understand the process of economic development.

ECO 350:

Looking to understand more about healthcare and health policy? Health economics covers topics ranging from an individual's decisions to exercise or smoke to why pharmaceutical companies make so much money and how your doctor gets paid. We also examine how healthcare in the U.S. differs from systems in other countries and discuss current policy issues -- including the evolving impact of the Affordable Care Act. For Fall 2016, the course has been renumbered as ECO 350. The only pre-requisite is ECO 110 and it is open to all majors (including non-CBA), and business students can take it before being admitted to the CBA.

ECO 402:

Dr. Donna Anderson will be teaching ECO 402, Economics of the Public Sector, in Fall 2016. What is the economic rationale for government? Which functions should government perform and which dimensions of our lives are best left to the private sector? For example, how should we deal with social security, education, welfare, and health care? How should the economy provide for such things as national defense, flood control, parks and playgrounds, libraries, and highways? Who should receive the benefits of these goods and services—and who should pay their costs? How do we evaluate the costs and benefits of government policies and programs? These issues and more are particularly interesting to study during the Presidential election. Please join us in this seminar-structured class!
Prerequisites: ECO 110 and 120.

Notes and News

This spring, students in ECO310: Managerial Economics will be completing projects for nine area organizations on

topics ranging from market entry and pricing strategies to internal organizational structure and job design. Through collaboration with area business owners and entrepreneurs, students will gain first hand experience in applying classroom tools to managerial decision making, and will have the opportunity to positively impact our local business community.

Scholarships

David M. Cole Award in Economics and Finance

- * Freshman, sophomore, junior or senior to be enrolled full time with a major in economics
- * 3.25 or higher cumulative GPA
- * Financial need may be considered
- * Based on academic achievement in economics and finance
- * Good performance in the intermediate macroeconomics and microeconomics courses

James Prudhome Scholarship in Economics

- * Recipient must be enrolled full time at UWL
- * Recipient must be in good academic standing with GPA of at least 3.0
- * Recipient must be admitted into the College of Business Administration with a major or minor in economics
- * Recipient must be a junior (third year) student

Symposium on Operations and Economics of Competitive Sports Teams

Monday, April 11, 2016, Dr. Adam Hoffer, along with the Economics Department, will be welcoming a host of prestigious speakers on the issue of the economics of competitive sports teams. The speakers include Dan Kapanke, owner of Loggers; Michele Bryant, owner of Chill; Kim Blum, UWL athletic director; Dennis Coates, professor of Economics at University of Maryland, Baltimore County; and Oliver Luck, NCAA executive vice president Regulatory Affairs. Free registration and more information can be found here: <https://www.uwlax.edu/Economics/Symposium-on-Operations-and-Economics-of-Competitive-Sports-Teams/>

Faculty Research

The Age of Ruth and Landis, by David Surdam and Michael Hauptert, forthcoming (summer 2016), University of Nebraska Press.

Baseball fans today would certainly recognize much of what was Major League Baseball during the 1920s, yet the decade was a watershed for the national sport both on the field and off of it. Having just survived the economic calamity of a World War, a gambling scandal, and a battle with the upstart Federal League, the very survival of baseball was at stake as the decade began. By the end of the decade, not only was Major League Baseball firmly entrenched as America's National Pastime, but the minor leagues were thriving, and African Americans had created two professional baseball leagues as well. On the field the game was producing wildly popular heroes, led by Babe Ruth. Off the field the game was being reorganized into a hugely profitable monopoly, and in the press the decade of the 1920s was lauded as a golden era of American entertainment, with baseball at the center of it all. Indeed, on the cusp of the Great Depression, everything looked rosy for the baseball industry.

David Surdam and Michael Hauptert use primary financial records of teams, leagues, and individual players to focus an economic lens on the baseball industry during the 1920s. Their analysis of the organization of the industry, the changing legal landscape in the face of a nearly fatal gambling scandal, and innovations in the game itself, provides a look at how this industry adjusted and profited during the "Roaring Twenties." For baseball fans and fans of history, Surdam and Hauptert show that economics does not have to be a dismal science to illuminate and educate.

Dr. Hamman

Dr. Hamman's research will be featured in a spring issue of the National Bureau of Economic Research Digest. In this project, Hamman and colleagues from Michigan State, UWL Oshkosh and University of Virginia examine how employer training programs contribute to the retention of older workers using a unique data set of German employers and workers. They find older women, and those earning low wages in particular, are more likely to postpone retirement and more likely to experience wage growth when their employers offer training programs targeted at older workers. This finding is especially important because women are generally less financially secure than men upon entering retirement. Women in the cohorts they study are also more likely to have interrupted careers than men, so targeted training programs for mature women may help to close skills gaps between genders and lead to longer and more successful careers. The authors gratefully

acknowledge funding from the Alfred P. Sloan foundation for this work.

FINANCE DEPARTMENT

Retirement!

Dr. Graham will retire after over 20 years teaching at UWL. Dr. Graham has been teaching Problems and Cases in Finance (FIN 485) since her first term at UWL. Her commitment to a high quality education has made a substantive impact on countless students. Her outstanding communication skills have been inspirational for students and coworkers alike. She has served as the Faculty Advisor for Delta Sigma Pi Professional Business Fraternity and has always been a strong student advocate. She will be missed by her coworkers and many, many students. Best wishes to Lise as she enters a new stage!

Integrated Core Course Offering

Building on last year's success, the Department of Finance is again partnering with the Departments of Management and Marketing to offer integrated sections of FIN 355, MGT 308 and MKT 309. Students in the integrated core courses will take the three courses in the same cohort and work on integrated applied projects, including a final consulting project for a local company. This year's offering will again include a Business Consulting Seminar (FIN/MGT/MKT 400-01), in which students will learn professional communication skills. This is a great opportunity for students to develop their professionalism and critical-thinking skills, all while taking these three required core courses. Students can apply for the integrated set of courses in late March and, if accepted, will be guaranteed registration in the four courses. For more information, contact Diana Tempksi (FIN) (dtempksi@uwlax.edu), Nicole Gullekson (MGT) (ngullekson@uwlax.edu), or Maggie McDermott (MKT) (mmcdermott@uwlax.edu).

Student Opportunities

It Make\$ Cents! – It Make\$ Cents! is a financial literacy program that offers all UWL students information and promotes

financial success. A number of activities are scheduled for this semester, including a prom dress re-sale, presentations, and student advising. If you would like to participate in the program or would like information on financial literacy, please contact Professor Tempksi at dtempksi@uwlax.edu or visit the It Make\$ Cents! website at <http://www2.uwlax.edu/it-makes-cents/>.

Temte Scholarships – These scholarships, established by Dr. Andrew Temte, CEO of Kaplan Schweser, cover expenses related to taking the CFA Level I exam and are available to students enrolled in Advanced Financial Analysis (FIN 447). Scholarship winners receive course materials, exam fees and tuition reimbursement valued at almost \$2,500. Congratulations to **Kenneth Kalk**, **Andrew Schroeder**, and **Shaohua Wei** as this year's scholarship recipients.

Class Scheduling Information

Summer Term Courses

All summer 2016 course offerings are contingent on enrollments.

Summer I: (May 26-June 19)

Principles of Financial Management (FIN 355) will be offered online this summer. The course, a requirement of the CBA core, introduces the financial management of the firm. Topics covered include financial statements, working capital management, cost of capital, capital budgeting, capital structure, types of capital, and the time value of money. Prerequisites include ECO 110, ECO 120, and ACC 222. Please contact Professor Tempksi (dtempksi@uwlax.edu) for more information.

Summer II: (June 22-July 17)

Money and Capital Markets (FIN 390) will be offered online this summer. The course examines the factors influencing the level and structure of interest rates. It includes the processes, institutions, and public policy implications of markets for short-term and long-term debt instruments, the stock market, and current trends in capital markets. Prerequisites include FIN 355 and admission to business. Please contact Dr. Wolf (rwolf@uwlax.edu) for more information.

Personal Finance (FIN 207) is open to students in all colleges and can help you acquire the tools you need to reach your financial goals. Also, the course is included in the General Education

curriculum as a component of the Self and Society category. Delivery for the summer session will be online. Topics covered include investing, fringe benefits, taxes, buying a house and/or an auto, credit, and budgets. Please contact Professor Tempksi (dtempksi@uwlax.edu) for more information.

Fall Term Courses

Finance Group I Electives

Advanced Financial Planning (FIN 407) covers a variety of personal financial planning topics such as retirement planning, educational planning, mutual fund investing, taxes, and estate planning. The course is a requirement for the Risk, Insurance and Financial Planning Concentration, but may be taken by any finance major with senior class standing. The prerequisites for this course are FIN 355 and senior standing, but FIN 207 and FIN 360 are useful. Contact Dr. Wolf (rwolf@uwlax.edu) for more information.

Management of Financial Institutions (FIN 410)

provides students with an understanding of the operations and managerial decisions necessary for a banking institution to be successful in a variety of economic environments. The prerequisite for this course is completion of Money and Capital Markets (FIN 390) or Money and Banking (ECO 301). Professor Brye (cbrye2@uwlax.edu) teaches this timely course; please contact him for more information as necessary.

Investment Analysis and Portfolio Management (FIN 475/575)

uses an efficient markets approach to contemporary capital market and portfolio theory with applications to investment management. The course also provides an opportunity for students to participate in the Gordon Spellman Student Managed Investment Fund. This is a great experience for all finance majors, but especially those with an interest in investments. Prerequisites include FIN 380 and admission to business. Since we have just hired a new instructor for this course, please contact Dr. Wolf (rwolf@uwlax.edu) for more information.

Finance Group II Elective

In **Principles of Insurance (FIN 360)**, open to all CBA majors, students learn about a variety of risk management concepts, insurance industry practices, and common insurance contracts. Although the course is primarily an introduction to the topic of risk management for the firm, some attention is given to personal insurance for the home, automobile, life, and health. The

prerequisite for FIN 360 is completion of ACC 221. Please contact Dr. Sun (tsun@uwlax.edu) for more information.

Finance Group III Elective

Life Insurance (FIN 361), which has FIN 360 as a prerequisite, will study life insurance and its relationship to financial planning. Topics covered are the determination of financial needs for survivors resulting from premature death of a family member, concepts of life insurance and annuities including quantitative foundations, policy provisions, comparisons of alternate products, and taxation issues. Please contact Dr. Sun (tsun@uwlax.edu) for more information.

General Education Elective

The department will offer several sections of **Personal Finance (FIN 207)** in the fall. This course is a survey of personal financial topics including: budgeting, investing, and retirement planning. Guest speakers will include local experts in financial planning, insurance, and other related professions. The course is open to all colleges with no prerequisites. Please contact Professor Brye (cbrye2@uwlax.edu) with questions about the course.

Advising and Registration

The department will email informational material on advising and registration at the end of March. Please carefully review your Advisement Report, available on WINGS, before scheduling your advising appointment and registering.

Faculty Notes

Dr. Graham was the speaker at the ceremony where Dylan Herman was commissioned as a second lieutenant in the United States Army. She is also on the Joint Promotion Committee.

Dr. Kim's paper, "The effects of capital infusions after IPO on diversification and cash holdings" has been accepted for publication in the *Journal of Accounting and Finance*, Volume 16(1), 2016. He also serves on the CBA Graduate Committee.

Dr. Borah is the advisor for the Financial Management Association (FMA) student chapter. Please note opportunities for involvement with the FMA student chapter elsewhere in the newsletter. Dr. Borah serves on the Assurance of Learning Task Force for the College of Business.

Professor Tempksi teaches the Integrated Core Program with Drs. McDermott and

Gullekson. She also serves on the UWL Online Advisory Board, the Marine Credit Union Foundation Board, and as the faculty advisor for the College Republicans. Finally, she serves on the advisory board of the It Make\$ Cents! financial literacy program. Please note opportunities for involvement with the It Make\$ Cents! program elsewhere in the newsletter.

Ms. Maureen Spencer, our ADA, is the campus coordinator for Jeans Day Fridays. The funds raised through this activity go to support various local charities. She also serves as President of the Parish Council of Catholic Women (PCCW).

Professor Brye is the President of the Board of Directors at the Viroqua Food Cooperative and is also on the advisory board for Wisconsin Mutual Insurance Company.

Dr. Wolf serves as a board of directors member for Marine Credit Union and chairs two board committees. He also serves on the UW System Tax Sheltered Annuity Investment Committee (403b), which meets semi-annually in Madison to discuss policies and participants. He also served on the Joint Promotion Committee and chairs the Finance Department.

Tutors & Other Assistance

If you need a little help to understand your latest finance assignment or lecture, we urge you to visit our tutor located in 406E Wimberly Hall. **Janae Legault** will be pleased to help you with your questions. Her hours are 2:00-3:30 p.m. on Mondays, 1:00-2:00 p.m. on Tuesdays and Thursdays, and 10:00-11:30 a.m. on Wednesdays. Administrative assistance can be obtained from our program assistant, Ms. Maureen Spencer, whose office is in 404 Wimberly Hall.

Information Systems Department

Consider adding the IS Major, Minor, or Health Information Systems Management (HISM) Minor

UWL IS majors develop strengths in both business management and information technology, which uniquely enables them to bridge the gap between business needs and computerized solutions. While completion of the CBA core allows them

to understand and analyze business problems, our robust training in systems development, programing, database management and data communications empowers them to develop effective technical solutions. UWL IS graduates have been in high demand and enjoyed a much higher average starting salary than many other majors. Regardless of the business downturns we have experienced, our job placement rate has been 100% or close to it for the last 16 years—since the inception of the department. Starting salaries are now in the \$50,000 to \$70,000 range.

Given that information and communications technology (ICT) is an essential part of just about every profession, you might want to consider the IS minor as it will nicely complement your major to help you land better jobs. This program is primarily meant for enhancing the ICT knowledge and capabilities of other business majors (16 credits required), but it also can be taken by non-business students (25 or 28 credits required) who wish to strengthen their problem solving ability using information systems. While we have seen how successful accounting and finance majors leverage the IS minor in building their careers, many graduates from other disciplines with the IS minor could also attest to the value of our program.

If you have an interest in the healthcare industry and would like to join the ongoing effort in improving healthcare using ICT, then the HISM minor is right for you. The objective of the HISM minor is to infuse pertinent, up-to-date health information systems knowledge into the students who will take on responsibilities in using information systems to manage medical practice and/or make clinical decisions to improve the quality and efficiency of healthcare delivery. This minor could also help non-healthcare students broaden their employment prospect to include healthcare related positions. The HISM minor is a two-year program that can be fast-tracked through in one year with careful planning.

Both the IS minor and HISM minor programs welcome new students for the fall 2016 class. Applications are accepted any time and processed right away.

The Online Health Information Management and Technology (HIMT) Program Updates

The growth of the HIMT program has been remarkable. As of the beginning of this semester, the program had more than 150 students and it will enter profitable

state in the next academic year. The IS department has been teaching in this consortium program for more than 3 years but not yet admitting students to UWL due to AACSB accreditation concerns. However, the concerns have been cleared by the AACSB, and Dean Milner now supports the inclusion of the program into the IS program array. In order to start admitting students in the coming fall semester, Dr. Wen has been working closely with Continuing Education to move the program proposal through UWL's approval process. It is expected that the proposal will be presented and approved in the June 2016 UW System Board of Regents meeting.

Fall Course Offerings

With the addition of Ms. Herbers as a half-time IAS, we will be able to offer nine IS 220 sections with 270 seats. Again, a waiting list will be available in WINGS for each section offered. Due to the restriction of WINGS to manage complex courses with discussion/lab components, automatic enrollment into open seats will not be carried out. Instead, students will be notified of override opportunities when seats are available and must go online to enroll in the assigned course sections. Please understand that you will be assigned the preferred lecture section, but not the discussion section.

Planned offerings of other high-level IS courses are as follows: one section each of IS 320, 330 and 401 will be offered by Drs. Yang, Dai and Haried respectively. For the minor programs, one section each of IS 321 and 340 will be taught by Dr. Wen, and one section of IS 370 will be offered by Dr. Haried.

Summer Session Courses

To alleviate the supply shortage in the current semester due to increased student demand, the IS department has decided to offer two online sections of IS 220 in the coming summer.

Research Grants

Drs. Dai, Haried, Wen, and Yang all received the 2016 CBA Summer Research Grant.

Faculty Research Output

REFERRED JOURNAL

Chen, Y. and Dai, H. (2015), "Effects of Exchange Benefits, Security Concerns and Situational Privacy Concerns on Mobile Commerce Adoption," *Journal of*

International Technology and Information Management, accepted and forthcoming.

Haried, P. and, Claybaugh, C. (2015), "Evaluating Information Systems Offshore Project Success: Can Success and Failure Coexist?" *Journal of Global Information Technology Management*, accepted and forthcoming.

Kim, S.H., Jang S.Y., and **Yang, K.H.** "Analysis of the Determinants of Software-as-a-Service Adoption in Small Businesses: Risks, Benefits, and Organizational and Environmental Factors," *Journal of Small Business Management*, accepted and forthcoming.

REFERRED CONFERENCE PROCEEDINGS

Chen, Y. and **Wen, K.** (2016), *Fighting Neutralization Behavior of Employees in Information Security Policy Compliance: Extra-Role Behaviors*, accepted for publication in the Proceedings of the Forty Fifth Annual Meeting of the Western Decision Sciences Institute, Las Vegas, NV.

Yang, K.H. (2015). *Dynamic Analysis of Information Management by Differential Equation Models*, Big data SIG of KMIS in 2015 International Conference on Information Systems, Fort Worth, TX.

MANAGEMENT DEPARTMENT

Major (or double-major) in Management!

In January, the job website Glassdoor.com identified the most in-demand jobs for 2016. Of the top ten, half of them have the word "Manager" in the title, such as Human Resource Manager, and Production Manager (most of the others are more technical, like "Mobile App Developer"). Two such positions involve managers in the Accounting field: Tax Manager and Audit Manager. National average salaries for these in-demand jobs (with several years of work experience) ranged from \$85,000 to \$125,000.

This report suggests two things: First, career prospects are bright for those who major in Management. The Management major at UWL is a flexible degree that allows you to pursue your unique interests from a variety of electives. Second, if you do major in another field

such as Accounting, Marketing, or Information Systems, you enhance your own marketability and career prospects if you also double-major in Management (or pursue a Master's degree in Business Administration). So don't just plan for an entry-level job – major in Management and plan for a career!

Strengthen Your Core!

Juniors and Seniors: Have you signed up for CBA Integrated Core? You should!!! Students from last year's class are still talking about what a great educational experience it was. In the Integrated Core program, UWL students received applied business consulting experience and completed three of the required CBA core classes. Classes included Organizational Behavior and Theory (MGT 308), Principles of Marketing (MKT 309), Principles of Finance (FIN 355) and a Business Consulting Seminar (MGT/MKT/FIN 400). Students worked on a series of three applied projects, with the final one being a client-based project for one of two organizations in the region.



The Integrated Core will be offered again this fall. It is a great way to apply and integrate knowledge from these business courses, help local businesses, and add something to your résumé – all at the same time! Seating is limited. Students interested in the Integrated Core for fall 2016 should contact **Dr. Nicole Gullekson** (ngullekson@uwlax.edu) for more information.

Calling All Future Leaders!

Christa Kiersch is co-leading a cross-campus collaborative project, "UWL: United With Leadership," to better understand and enrich how students develop their leadership skills during their time at UWL. The ultimate goal of this project is to guide the creation of an inclusive model of student leadership development, uniting efforts across campus to prepare students for leading a more positive future.

Those interested are encouraged to contact Christa Kiersch (ckiersch@uwlax.edu) for more information or to get involved.

Partnering with Local Organizations to Build Bridges with Sister Cities

In the Fall of 2015, students of **Dr. Justin Kraemer's** MGT 360 class truly received a "Global Perspective on Business" when they partnered with the Mayor's Office of La Crosse, the La Crosse Chamber of Commerce and the 7 Rivers Alliance. The scope of the term-long project was to identify important firms in the key industries of La Crosse's Seven Sister cities (flags shown below) to help inform the Mayor as to the destinations of upcoming trade missions. At the end of the term, student teams presented to the Mayor, the Executive Directors of the above-mentioned organizations, the Chancellor of UWL and the Dean of CBA. The event was engaging and informative.



As far as we know, the Mayor ultimately decided on Epinal (France) and Friedberg (Germany). For the students, the project was challenging. Not only was the population of these sister cities small (as low as about 3000: Bantry, Ireland) but also, in a few cases, some information could not be found in English. To their credit, the students persevered. Showing great creativity, students reached out to government offices, trade organizations, and private companies as well as individuals from both La Crosse and a given Sister City. Many of these connections persist, providing students with future professional opportunities. Further, the local organizations were so impressed with UWL students that they offered internships to at least two of the students. In summary, the students' hard work was rewarded, trade was facilitated, connections with UWL were strengthened, internships were gained, personal relationships fostered and, most importantly, much student learning occurred!

MGT 385 Students Improve HR Practices

Students in **Christa Kiersch's** MGT 385 fall class worked with two community organizations, the La Crosse Public School District and CouleeCap, to help develop Human Resource (HR) policies and practices encouraging diversity. Students conducted thorough evaluations of current HR practices at each client organization and then presented specific evidence-based recommendations to

attract and retain high quality, diverse employees.

MGT 408 Class Participates in Community Projects

Fall semester, 2015, students from MGT 408 (Global Responsibility of Business) participated in one of several group projects, positively impacting the community. The purpose of this experience was to thoughtfully apply the content from **Dr. Samantha Samreth's** class and to leave a positive imprint in the process. Each group selected and researched an organization (for-profit or non-profit) in the La Crosse area community. Students analyzed the organization's local social responsibility (i.e., economic, legal, ethical, and philanthropic aspects). Focusing on philanthropy, students spend about 100 hours volunteering for, or raising and donating money to the organizations that they selected. The type of volunteerism ranged from building homes for Habitat for Humanity (see photo), helping with food and clothing drives, picking up garbage, participating in the Children's Miracle Network dance marathon, providing organizations with management and marketing advice, etc. Consequently, UWL Management students have made a positive imprint on the community through helping numerous local businesses and organizations.



Innovative International Case Study Features UWL Management Students

Last semester **Dr. Drew Stapleton's** Supply Chain Management students participated in a multinational case study experience with over 625 university students from 13 universities. The project implemented globalization, critical thinking skills, data interpretation and analysis, and virtual teamwork using worldwide dispersed student groups. Originally initiated in 2011 with four collaborating universities, the international Global Workgroup Project case has

grown to include over a dozen U.S. universities including Auburn University (Alabama), UW-Madison, Air Force Academy, Texas Christian University (Texas) and The Citadel (South Carolina). Over a dozen international universities now participate including universities in France, the UK, Peru, Morocco, Austria, Finland, Singapore, Thailand, and Uruguay.

Using a Council of Supply Chain Management Professionals (CSCMP) case, student groups had to quantify three supply chains bringing product to a fictitious distribution center in Texas from Nebraska, Germany, and China. The groups had to identify and quantify the costs and risks associated with each supply chain and recommend the lowest total landed cost. Each group consisted of four students from different universities. Each of the student teams had to develop a solution and present it to a remote faculty member using videoconferencing technology. Individual and group scores were computed.

Dr. Stapleton stated, "We have taken an academic case from the CSCMP and derived unique versions by using different numbers in each case. The optimal lowest total landed cost for one-third of the cases recommends the Chinese supplier, one-third the US supplier, and one-third the European supplier. Our millennial students are electronically connected. This is their chance to apply their global, communication, and critical thinking skills and grasp of technology to overcome time, distance, and language challenges to solve the types of problems they will experience throughout their careers."

This assignment was the winner of the 2014 AACSB Bizzell Teaching Innovation Award and a finalist for the 2014 Wharton "Re-Imagine Education" worldwide competition. It was the third time that UWL participated in this innovative instructional approach. To date, over 3,700 students worldwide have participated, and twice a student from UWL placed among the top, including a perfect individual score in 2014. This past fall, a student scored in the top 10%.

A SOUPer Class

In the Fall of 2015, students from **Kelly Nowicki's** Entrepreneurship class, MGT 420, participated in La Crosse SOUP, a monthly micro-granting and community building event created "to make La Crosse a better, cooler, place to live." Once a month from May thru October, hundreds of community members gather behind the Root Note, pay \$5 to eat soup,

listen to pitches to improve the community and then vote on the pitch they feel is worthy of the kitty of SOUP money.

For the October SOUP event, all eleven-student teams in the Entrepreneurship class developed pitches, though only four teams were chosen to pitch for the SOUP money. The winning team of Cole Solomon and Shane Adler pitched "Tech Trails" -- an idea to put a QR code at the entrance of hiking trails in Hixon Forest so hikers with "smart phones" can download a map to improve their hiking experience.



Founder of La Crosse SOUP, Andrew Londre, felt all of the student groups developed great ideas to improve the community, so he ran a successful \$10,000 Kickstarter campaign to help see all ideas come to fruition. Currently, all of the student groups are in the process of implementing their community improvement ideas. Look for SOUP events to start again the last Wednesday in May.

Class Scheduling Information

Summer Classes, 2016

This summer several UWL students will be heading to Bratislava, Slovakia, for the 6th year of the Global Consulting Program. They will work on applied business projects for companies in this European region – all while earning college credit (MGT 400). In previous years, students helped a variety of organizations, including Google, Slovensko, Dell, AT&T, and even the U.S. Embassy. Students interested in learning more about the program should contact **Dr. Nicole Gullekson** (ngullekson@uwlax.edu).



Interested in something a little closer to home? Make UWL a part of your summer plans! If you have been admitted to the College of Business or will be before summer, consider one of the following courses (all

offered Summer Session I: mid-May to mid-June):

- MGT 308 – Behavior & Theory in Organizations, offered by Dr. William Ross
- MGT 393 – Production & Operations Management, offered by Dr. Drew Stapleton
- MGT 449 – Administrative Policy Determination, offered by Dr. Ana Iglesias

Fall Electives, 2016

During fall of 2016, the Management Department will offer several undergraduate and MBA electives. If you are a freshman pondering whether to pursue a business major, you might consider taking MGT 100, "Introduction to Business." If you are a junior or senior, as you plan your schedule, please consider taking the following classes:

- MGT 300 – Business Communications, offered by Dr. Weina Ran and Mr. Scott Reber. Note: This course is open to non-business majors also
- MGT 303 – Principles of Labor-Management Relations, offered by Dr. William Ross
- MGT 385 – Human Resources: Employment, offered by Dr. Christa Kiersch
- MGT 400 – Applied Business Decision Making & Analytics, offered by Dr. Ana Iglesias
- MGT 400 – Social Entrepreneurship, offered by Mrs. Kelly Nowicki
- MGT 400 – Business Communication in an Age of New Media, & Media Stereotypes, offered by Mr. Scott Reber
- MGT 400 – Supply Chain Management, offered by Dr. Drew Stapleton
- MGT 414 – Crisis and Contingency Management, offered by Dr. Sherry Fontaine
- MGT 428 – Technology & Innovation Management (with a special focus on Healthcare Technology), offered by Dr. James Gillespie
- MGT 430 – Comparative Management Systems, offered by Dr. Justin Kraemer
- MGT 431 – Business, Labour, and Human Rights, offered by Dr. Henry Petersen

- MGT 485 – Collective Bargaining & Negotiation, offered by Dr. William Ross
- BUS 310 – Principles of Sustainable Business, offered by Dr. Henry Petersen

Sustainable Business Minor Offered

Interested in learning how businesses can be more environmentally and socially responsible? Consider the 18 credit Sustainable Business Minor! Usually, the CBA offers the **introductory BUS 310 each fall semester** with electives offered each semester, and the **BUS 450 "capstone" course offered each spring semester.** (Note: do not confuse BUS 450 with MGT 450; the latter is an internship course). The Sustainable Business Minor provides students with the opportunity to explore the relationship between business and natural creation, maximizing good stewardship of natural resources, even while pursuing business objectives. In Fall 2016, the Management Department plans to offer the following courses in the minor:

- BUS 310 – Principles of Sustainable Business
- MGT 408 – Global Responsibility of Business

Get Involved With Management Research & Business Consulting!

Want to show your project-management skills to a prospective employer? Thinking of going to graduate school or law school some day? Do you like pondering interesting questions? Then get involved with management research and business consulting! Numerous faculty members in the Management department can work with you and guide you on research and consulting projects. If you look at the recent faculty publications (below) or visit the Department of Management webpage (uwlax.edu/Management/Research/) for a more extensive list, you may find a professor who is interested in the same topics that you are. Business professors also assist nonprofit organizations either with formal class projects (see *related news stories above*) or individually. Your involvement with those nonprofits may possibly lead to an internship (MGT 450 credit; restrictions apply). Our involvement with research can often be turned into an Independent Study research project (MGT 499; restrictions apply). It is the perfect way to enhance your résumé or graduate school

application, and increase your understanding of management concepts.

Scholarship Opportunity

If you are majoring in Management, consider applying to the **Lora Greene Scholarship Fund.**

This award is given to a Management major who will be a senior with at least a 3.5 GPA.



Faculty Research

Congratulations, Grant Recipients!

Sherry Fontaine received a UWL Faculty Research Grant entitled "The Role of Telemental Health in Meeting the Needs of Rural Senior Populations."

Christa Kiersch received a UWL CATL Scholarship of Teaching and Learning Grant entitled "Developing Student Leadership within the Classroom."

Drew Stapleton received a CBA Research Grant entitled "Postponement and Pre-positioning strategies in Humanitarian Logistics Relief Efforts."

Justin Kraemer received a CBA Research Grant entitled "Measuring Clock and Event Pacing."

Christa Kiersch received a CBA Research Grant entitled "Leadership from the Inside Out: Student Leadership Development within Authentic Leadership and Servant Leadership Frameworks."

Books & Book Chapters:

Holley, W. H., **Ross, William H.**, & Wolters, R. (May, 2016), *The Labor Relations Process*, New York: Cengage.

Journal and Magazine Articles:

Petersen, Henry L., & Lemke, F. (2015), "Mitigating reputational risks in supply chains," *Supply Chain Management: An International Journal*, 20 (5), 495-510. doi:10.1108/SCM-09-2014-0320.

Secchi, Davide, & Gullekson, Nicole L. (2016), "The social and cognitive forces behind intra-organizational bandwagon: Multi-agent model and simulation," *Computational and Mathematical Organizational Theory*, 22, pp. 88-133.

Pande, Vivek, Gillespie, James, & Stapleton, Drew, (in press), "Elderly Prisoners and Medicare," *Journal of Leadership, Accountability & Ethics*.

Lemke, F., & **Petersen, Henry L.** (2016, Feb. 1), "2016: The year business goes sustainable," *Blue & Green Tomorrow* [newsletter], <http://blueandgreentomorrow.com/features/2016-the-year-business-goes-sustainable/>

Stapleton, Drew. (2016), "Book Review: Lead Inside the Box: How Smart Leaders Guide their Teams to Exceptional Results." *The Journal of Applied Management and Entrepreneurship*, 21(1), 92-93.

Conference Papers & Proceedings:

Sherry Fontaine organized and chaired a symposium at the American Public Health Association conference in Washington DC: November 3-5, 2015.

Weina Ran presented a paper at the Association for Education in Journalism and Mass Communication annual conference, San Francisco: August.

Iglesias, Jose Luis; Iglesias, Ana Elisa; Hinestroza, Merlin; Hanashiro, Darcy; Teixeira, Maria Luisa, "The role of managers' strategic mindsets in the attitude toward corporate social responsibility: A cross-national study," Global Strategy and Emerging Markets Conference, Miami, FL: January, 2016.

Jose Iglesias, "Employee Attitudes toward Organizational Change: a Cognitive and Social Psychological Perspective," Western Academy of Management, Portland, OR: March 10-12, 2016.

Stapleton, Drew and Vivek Pande, "Evaluating Additive Manufacturing (AM) as a Disruptive Technology in Transportation & Logistics." To be presented at the Production Operations Management Society (POMS) conference and accepted for the conference, *Proceedings, Vol. 27*. Orlando, FL: May 5-10, 2016.

Community Engagement, Professional Service, & Faculty Development:

Barb Larsen gave a presentation on the history of the local Women's Alliance of La Crosse since its founding in 1916. She used the UWL archives to research how this organization has promoted

equality for women in the workplace and she tied the group's activities to relevant state and federal legislation of each decade.

Ana Elisa Iglesias participated in two professional development workshops at the National Academy of Management Conference, "Teaching Strategy using Grounded Pedagogical Techniques," and "Behavioral Strategy: Past, Present, and Future." Vancouver, Canada: August 2015.

Henry Petersen consulted with the La Crosse Wellness Center.

A team of MBA students taking a summer Small Business Management class (taught by **Henry Petersen**) worked with the "Taste of India" restaurant in La Crosse.

Gail Gillis is attending the AACSB "Assessment Conference: Driving Accountability and Innovation." Charlotte, NC: March 6-8, 2016.

Barb Larsen presented "Understanding Generational Differences in the Workplace," to the La Crosse Area Chamber of Commerce "Young Professionals" group. La Crosse, WI: July, 2015.

Kiersch, Christa E., Gullekson, Nicole, & Dickmeyer, Scott. Developing student leadership across the disciplines. Workshop presented at the University of Wisconsin-La Crosse Conference on Teaching and Learning (CATL). La Crosse, WI: September, 2015.

Christa Kiersch organized (and presented at) an "Interviewing Workshop" for UWL Office of Residence Life (Feb. 2, 2016). She designed and led this 2-hour workshop with hall directors and senior leadership staff to improve knowledge and develop skills related to their hiring and interviewing processes. Specifically, this workshop focused on the evidence-based practice for conducting interviews and maintaining objectivity in hiring decisions.

Ana Elisa Iglesias represented the CBA in two events: "Take an Eagle to Lunch" (October 16th, 2015), and "Reaching Across Cultures: A Conversation with International Faculty," Global Initiatives Week (November 11th, 2015).

Ana Elisa Iglesias served as a reviewer for the two major conferences in her field:

- The 2016 National Academy of Management Conference (Business Policy Strategy and Managerial Cognition tracks);

- The 2016 Strategic Management Society Conference, Berlin, Germany (Competitive Strategy and Behavioral Strategy tracks).

Ana Elisa Iglesias served on the review team for the third edition of McGraw-Hill's leading strategic management textbook, *Strategic Management* by NSF Award Winner Professor Frank Rothaermel.

Jose Luis Iglesias' "Crisis and Contingency Management" (MGT 414) course hosted an expert panel to evaluate students' presentations of Crisis Management Plans for UW-La Crosse featuring the following judges on December 8 & 10, 2015:

- Dr. Mohamed Elhindi, Assistant Vice Chancellor and Chief Information Officer, UWL
- Mr. Scott Holzem, Contracts Administrator, UWL
- Mr. Scott McCullough, Chief of Police, UWL
- Mr. Douglas Pearson, Executive Director Facilities Plan/Mgmt, UWL
- Dr. William Ross, Chair, Department of Management, UWL

Jose Luis Iglesias served as a reviewer for the 2016 Western Academy of Management Conference.

William Ross served as an *ad hoc* manuscript reviewer for two journals: (1) *Social Work in Mental Health*, and (2) *Behaviour & Information Technology*.

Kelly Nowicki attended the Association of Advancement of Sustainability in Higher Education, Minneapolis, MN: October 25-27, 2015.

Kelly Nowicki attended the United States Association of Small Business & Entrepreneurship conference, San Diego, CA: January, 2016, funded, in part, with a grant from the UWL Foundation.

MARKETING DEPARTMENT

Advising

The Marketing Department will be offering advising sessions before the American Marketing Association meeting exclusively for students at particular stages in their academic career. These sessions provide guidance and advice specific to your needs. **Please join us on Wednesday, April 6, 2016, in Centennial 3211.**

- 4:30-5:15 p.m. All Freshmen

- 5:30-6:00 p.m. Marketing majors currently enrolled in ACC 221
- 6:00-6:30 p.m. Marketing majors currently enrolled in ACC 222
- 6:30-7:00 p.m. Marketing majors currently enrolled in MKT 309

Please mark your calendar! You will have the opportunity to talk a marketing advisor one-on-one afterward.



No More Overrides!



We knew that would get your attention. For fall registration, the Marketing Department will be piloting the **WINGS electronic wait list**. This means if a class closes before you register, you will put your name on the electronic wait list by using the swap feature. Please be sure to review the registration tutorials provided at www.uwlax.edu/wings/.

Paper override requests will **only** be used for exception situations such as a college athlete who cannot take sections scheduled later in the day, or someone who has a double major and a required course in the second major conflicts with the open section of a marketing course and they need both to stay on track for graduation. Please note that many students have jobs, so work schedules are not considered "exception" situations; most employers recognize the importance of your college education and will work with you to accommodate your class schedule. If you feel your need for a closed course warrants special attention, please set up a face-to-face meeting with your academic advisor. **ALL override requests will come to the department chair through your academic advisor.**

Your academic advisor will review your situation and will work with you to identify possible course options that will keep you on track for graduation. If your advisor agrees that you are in a critical situation for staying on track for graduation and special consideration is warranted, s/he will forward your override request on to the Marketing Chair for consideration. Override requests coming directly from students will not be accepted. **Please do not contact the course instructor(s) as**

s/he is not involved in the override process used by the Marketing Department. Remember, the wait list will let us know how many students want, or are in need of, a class and we will do our best to provide the seats and sections needed – you won't need to complete an override request or run around asking instructors to let you in. Yeah! Hopefully this will simplify the process and be fair for all.

Alumni Share Words of Wisdom



Eight marketing alums will be visited campus on February 24th to participate in the AMA Marketing Panel presentation and networking event to and shared their insight and experiences with students. The alums included: Kate DeCook, Vendi Advertising; Sig Finley, Building Automation Products; Justin Garvey, Metre Agency; Derek Hebrink, Kaplan Professional Education; Aaron Jordi, Agropur Ingredients; Ethan Lindeman, Adventure Advertising; Gina Schultz, Robert Half – The Creative Group; and Jenna Swails, Agropur Ingredients.

Sales, Sales, Sales Marketing Students Compete with Students from 22 Universities



"Sales education is becoming increasingly important for today's College of Business graduates. According to a recent study by the H.R. Chally Group, 82% of all marketing majors and 66% of all college of business students are headed for sales-related jobs."¹ While those numbers may seem high, the reality is sales, persuasion and negotiation are



¹ www.rollins.edu/management-executive-education/professional-development/workshops/sales-educators-academy.html

a part of every job.

In October, three UWL students, Kayla Peterson, Kyle Madaus and Jackie Jorgensen competed with over 60 students from 22 different universities across the nation for the title of top salesperson at the 9th Annual University of Wisconsin-Eau Claire Great Northwoods Sales Warm-Up. All three were ranked in the top 20 student competitors and Kayla Peterson was awarded 5th place overall. Way to go!



In preparation for next year's Great Northwoods Sales Warm-Up, the marketing department will be holding our *second* UWL sales competition of the year, on March 4, 2016, to select marketing students to represent UWL in fall 2016. The sales competition held in March will be a little smaller than the one we hosted last September, with professionals serving as judges and buyers for the competition, coming from only two regional businesses. The next UWL sales competition will be conducted in March 2017 and will include business professionals from a much larger array of companies.

American Marketing Association Students to Attend International Collegiate Conference in New Orleans

Six American Marketing Association students will be attending the International AMA Collegiate Conference in New Orleans, Louisiana, over Spring Break including Kayla Peterson, Adam Letto, Jordan Kvasnicka, Morgan Jacobs, Emily Sherwin and Anna Ostrowski. The AMA students are participating in a number of competitions at the conference.



Last year, the organization was proud to bring home a number of awards so we wish them much success again this year!

Future Course Offerings of Interest to Students

- **Summer 2016 – MKT 309, Marketing Principles**, will be offered online, taught by Dr. Gwen Achenreiner. Marketing Principles is a prerequisite course for all other courses in the MKT major.
- **Summer 2016 –** Dr. Maggie McDermott, along with Management faculty, will be taking students to Slovakia to participate in the **International Consulting Program**. See additional details provided in the International Business article.
- **Fall 2016 – MKT 444 Sports & Recreation Marketing**, will be offered Fall semester. This course is offered only one semester each year and taught by Mr. Joe Chilsen.
- **Fall 2016 – Integrated Core –** Faculty in the Marketing, Management and Finance departments are planning to offer one section of an Integrated Core, consisting of 12 credits and meeting the requirements for MKT 309, FIN 355, and MGT 308. Enrollment in the core is by permission (application) only as students in this class do multiple projects involving the business community and must have ability and interest in these types of opportunities because you will be representing UWL and the CBA in the community. Please see Dr. Maggie McDermott for more information.

International Business

International Business students have been busy fall semester developing an International Business Student Association. Students interested in joining this new student organization should contact Megan Molling (molling.mega@uwlax.edu) to join in the fun!

For the Fall semester, IB course offerings in the CBA include:

- BUS 405: The Law of International Business Transactions
- MGT 360: Global Perspectives on Business
- MKT 341: International Marketing
- ECO 340: International Economics
- ECO 440: Introduction to International Economics
- MGT 408: The Global Responsibility of Business
- MGT 430: Comparative Management Systems
- MGT 431: Business, Labor and Human Rights
- IB 450: International Internship
- IB 499: Independent Study

CBA students continue to be globetrotters. In the fall semester, ten students left UWL for studies in France, Denmark, Spain, Czech Republic, Australia, Italy and Costa Rica. Twenty-one CBA students spent their winter break studying Sustainable Business and Eco-tourism in New Zealand and Australia.

This upcoming summer, 13 CBA students will venture to Bratislava, Slovakia, to work with Slovak students on consulting projects for companies in the region. This International Business Consulting Program is in its sixth year at UWL. In previous summers, students worked on projects for Google, Dell, AT&T, the U.S. Embassy and many other large and small companies, while also exploring the culture and adventures in the country. Students interested in learning more should contact Nicole Gullekson (ngullekson@uwlax.edu).

CBA students will also participate in the UWL London program this summer, with their choice of two of the following courses, BUS 205 (a required CBA course), ENG 200 (general education course), HIS 102 (general education course), and PSY 422. The program is led by UWL faculty and housed at London South Bank University. The students who are taking BUS 205 will visit a session of Parliament, hear part of a case at Old Bailey or the Royal Courts of Justice, visit the Inns of Court where barristers are trained, and see one of the four remaining copies of the original Magna Carta. There will also be outside speakers who work in London's financial markets and the course is taught by Professor Elizabeth Brown who worked in London for four years. The UWL London program is still accepting applications so any interested students should contact Professor

Elizabeth Brown (ebrown@uwlax.edu) for information and sign up on the study abroad website.

Any student interested in International Business, or any IB student in need of academic or study abroad advising should contact IB Director Nicole Gullekson (ngullekson@uwlax.edu) to schedule a meeting.

SMALL BUSINESS DEVELOPMENT CENTER



The Wisconsin Small Business Development Center at UWL (La Crosse SBDC) is part of a statewide network that supports business owners through no-cost, confidential consulting and educational programs. Whether you want to start a new business, manage your business, or grow your business, SBDC is ready to support your efforts.

One program offered by the La Crosse SBDC that many business owners use to explore the feasibility of new ideas is the Entrepreneurial Training Program ("ETP"). This program provides the tools needed to test a business idea, develop a business model and provide a strategic business plan aimed to attract financing, enhance customer appeal and support the sustainability of a business concept. ETP is offered several times each year. This five-week course (9 sessions) will give your business a strong start, help you manage current situations more efficiently, and lead your business to the next level. ETP is your gateway to become a great business planner. It will help you start off strong or build your existing business. The next ETP program offered by the La Crosse SBDC starts April 4. Eligible persons completing the ETP program are able to obtain a grant to offset a portion (75%) of the program costs. Interested persons may apply to participate at wisconsinsbdc.org/lacrosse/education/etp

To learn more or make an appointment for a no cost consulting session to discuss your business needs, contact the La Crosse SBDC at 608.785.8782 or sbdc@uwlax.edu.

STUDENT ORGANIZATIONS

CEO Club



The **Collegiate Entrepreneurs' OrganizationSM (CEO)** mission is to

inform, support and inspire college students to be entrepreneurial and seek opportunity through enterprise creation. This organization creates opportunities for students to learn from successful entrepreneurs and visionary leaders. It also connects students with their entrepreneurial peers to share and gain new ideas and practical knowledge to help advance their entrepreneurial interests.

The CEO club usually meets on the first and third Wednesdays of every month at 6 pm in Centennial Hall, room 3315. The club invites guest speakers that are local entrepreneurs to share their stories and information. A business expo is being planned for April 7. Check out the CEO Facebook page for updates: www.facebook.com/pages/UW-La-Crosse-Collegiate-Entrepreneurs-Organization/450355105048090. For more information, contact the Chapter president, Dustin Honeck at honeck.dust@uwlax.edu, or message or post on the Facebook page.

AMERICAN MARKETING ASSOCIATION



The American Marketing Association (AMA) provides

students with opportunities to learn more about marketing and to network and gain experience in the field. Opportunities include regional and national conferences, guest speakers, volunteering in the community, certifications, education on business etiquette, and networking with local business professionals.

On February 24 we hosted the annual Alumni Panel. Eight UWL marketing alumni answered questions about job searches, different marketing careers and

industries, general advice and more. A new feature of the AMA Alumni Panel this year was small group break-out sessions half-way through for alums and students to inquire and network in a more personal way.

During the upcoming spring break, six of our current and future executive board members will travel to New Orleans to attend the 38th Annual AMA International Collegiate Conference. This conference is a great opportunity to learn from renowned professionals, connect with chapters from all over the world, and bond as an executive board before the next school year starts. In addition to receiving national awards at this conference, our chapter has taken home countless ideas that have shaped the success of our organization.

Last semester about a dozen of our members participated in AMA's National Case Competition, which featured Hershey's Ice Breakers Cool Blasts Chews. Over the course of three months, our team developed a comprehensive marketing solution by conducting primary and secondary research for this new product. Our case was recently awarded honorable mention!

This semester our chapter is focusing on a major rebranding project for River View Winery in La Crescent, MN. Due to the extensiveness of this project, we have divided our chapter into manageable task groups and will be working on this project for the duration of the school year. This will not only give our members a chance to apply their classroom knowledge, but also gives them experience working with a real client and making a true impact in the local business community.

The UWL AMA meets every Wednesday in Centennial 3314 at 7:00 p.m. Please direct all questions to our President Breanne Berger at berger.brea@uwlax.edu.

BETA ALPHA PSI



Beta Alpha Psi is an honors organization for financial information students and professionals. The primary objective of Beta

Alpha Psi is to encourage and give recognition to scholastic and professional excellence in the business information field. This includes: promoting the study

and practice of accounting, finance and information systems, providing opportunities for self-development, service and association among members and practicing professionals, and encouraging a sense of ethical, social, and public responsibility. (bap.org).

Beta Alpha Psi gives full member status to juniors and seniors who have completed Intermediate Accounting I, and junior member status to freshman and sophomores. Students may become a full member upon completion of Intermediate Accounting I with a minimum of a 3.0 GPA.

Meetings are held in 2214 Centennial Hall on most Wednesdays at 6:00 p.m. Professional speakers for the spring semester are to include KPMG, Schenck SC, and Cargill Inc. among others. If interested in joining Beta Alpha Psi, please visit the website at <https://uwlmyorgs.collegiatelink.net/organization/betaalphapsi> or contact Nick Eve at eve.nich@uwlax.edu

BETA GAMMA SIGMA



Last spring our chapter inducted 37 new members into the national honor society. Joe Chilsen, Marketing professor and Mayor of the City of Onalaska, was selected as the guest speaker. This year's members participated in BGS Gives Back Day of Service by participating in Rotary International's iFeed along with area high schools by donating food and time to the Hunger Task Force.

Beta Gamma Sigma is the honor society associated with AACSB--International accredited business programs. It is nationally recognized as the business education counterpart of the liberal arts and science education's Phi Beta Kappa. BGS is open to business majors who rank in the top 10% of the junior and senior classes, and the top 20% of the MBA program. Invitations to membership are mailed to eligible scholars in March. Questions about BGS can be referred to chapter advisor, Professor Donna Anderson (danderson3@uwlax.edu), or chapter vice-presidents Michaela Hader, Christine Barinka, Sarah Michiels, and Megan Molling.

DELTA SIGMA PI



Delta Sigma Pi (DSP) is a co-ed professional business fraternity organized to foster the study of business in universities and the association of students for their mutual advancement by research and practice.

DSP is one of the largest and most well-known professional business fraternities, having more than 300 collegiate and alumni chapters and over 242,000 members nationwide. The Eta Rho chapter here at UWL is one of the largest collegiate chapters within DSP with 74 active members and 16 pledges this semester.

DSP is a perfect opportunity for business majors to get involved in the campus community, make new friends and advance both personally and professionally. Each semester DSP performs community service projects such as Adopt-A-Highway, Glow in the Deke, and Kane Street Gardens; fundraising efforts such as calendar raffles and Family Fest; and professional activities such as lectures, company tours and Prep For Success.

Whether you are interested in participating in these activities, networking with other business majors and business professionals, or becoming a part of something significant and meaningful, DSP is just the organization for you. By becoming a member in Delta Sigma Pi, you will learn valuable lessons and make long-lasting friendships that will provide you with great memories and meaningful experiences which will serve you well into the future. As the current members in DSP will readily agree, joining Delta Sigma Pi is one decision in your college career that you will not regret! To learn more about DSP and how to become a member, visit <https://uwlmyorgs.collegiatelink.net/organization/deltasigmapi>

FINANCIAL MANAGEMENT ASSOCIATION



The Financial Management Association (FMA) is an organization that facilitates the development of

knowledge regarding economic and financial based careers. This semester we will have multiple guest speakers from different companies talk about the company they work with and their careers. FMA is open to all business students. If you are interested in learning more about FMA, Like our Facebook page at www.facebook.com/uwlfma or follow us on Twitter at @UWLAX_FMA.

If you have any additional questions or interested in joining, please contact Paul Lemke at lemke.paul@uwlax.edu.

INFORMATION SYSTEMS ASSOCIATION

Under the supervision of Dr. Haried, the Information Systems Association (ISA) has planned a number of speaker presentations and activities for the spring 2016 semester. From internship opportunities to career opportunities, our meetings have something for every student interested in an IS-related career. The ability to network with professionals who are already working in IS-related positions is a great incentive to attending any ISA meeting.

IS majors/minors and all CBA students are strongly encouraged to join and participate in ISA. Our meetings are excellent opportunities for networking as well as gaining first-hand knowledge of the IS field and its critical impact on business.

Contact Dr. Haried (pharied@uwlax.edu) or the ISA president, Nick Boughton (Boughton.Nich@uwlax.edu) for more information.

SOCIETY FOR HUMAN RESOURCE MANAGEMENT

The Society for Human Resource Management (SHRM) is the world's largest association devoted to human resource management. Representing more than 250,000 professional and student members in over 140 countries, the Society has more than 575 affiliated professional chapters and more than 450 student chapters within the U.S.

The UWL SHRM Chapter provides information to students through activities, speakers, and networking opportunities with business professionals. SHRM caters to all majors since HR skills are critical no matter what industry or career you are in. Participation in this group helps students develop personal job seeking skills and advice about what employers are looking for! SHRM members have many opportunities to meet employers by attending company tours, volunteering at various locations in the La Crosse area, listening to professional speakers, participating in the group's application for this year's Merit Award program, networking with HR professionals, and much more!

Meetings are held every other Monday at 6:30 p.m. in 1401 Centennial Hall. If you are interested in learning more about our organization or getting on our email list, contact one of the SHRM presidents at flury.morg@uwlax.edu (Morgan Flury) or katrichis.zoe@uwlax.edu (Zoe Katrichis). We look forward to seeing you!

STUDENT ADVISORY COUNCIL



The Student Advisory Council for the College of Business Administration (SAC) is a student-run organization on campus that actively works with the CBA Dean's Office. Members of SAC develop professional skills, network with faculty, staff and local businesses to enhance their résumés and work closely with other students within the college. SAC also provides members with great leadership opportunities to help students gain experience and to become more active

on-campus and more specifically within the college of business. This semester we will be uniting the different CBA organizations in order to pass along information on upcoming events, running campus close-ups for prospective students, volunteering throughout the community, and creating social events for members to get to know each other. We also plan to go on a company tour and have guest speakers at our meetings this spring.

semester and we hope you join us at our next meeting. If you have any questions or would like more information, feel free to contact Kevin Karwoski at karwoski.kevi@uwlax.edu.

Any student with a major or minor in the college of business is strongly encouraged to join our organization. We meet every Tuesday at 6:00 p.m. in 105 W. Carl Wimberly Hall. We are looking forward to a great and productive spring



CBA ADMINISTRATION

Accountancy	Dr. William Maas
Economics	Dr. TJ Brooks
Finance.....	Dr. Robert Wolf
Information Systems	Dr. Kuang-Wei Wen
Management.....	Dr. William Ross
Marketing.....	Dr. Gwen Achenreiner
Small Business Development Center	Anne Hlavacka, Director
Assistant to the Dean.....	Becky Vianden
Interim Associate Dean	Dr. Glenn Knowles
Dean.....	Dr. Laura Milner