



UW-La Crosse Newsletter

*Published by
Delta Sigma Pi
In cooperation
With the Dean's Office &
the Small Business
Development Center
Volume 34 No 1
Fall 2016*

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DEAN'S OFFICE 138 W. Carl Wimberly Hall

Mid-semester for Spring 2017 is March 10, 2017

- **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 the fall of 2017, MUST APPLY for the program.** Applications are available at the CBA Dean's Office. Late applications may not be accepted. Applicants who are completing some of the admission requirements during the winter session, here or elsewhere, must also apply by this deadline. Not sure about the requirement? Check the CBA advising website:
<http://www.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 CBA 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. Program change 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 CBA in the course catalog to review course requirements and scheduling: <http://catalog.uwlax.edu/undergraduate/businessadministrationcba/> Here you will find basic information about business core requirements and majors. This information is helpful to review before meeting with your advisors.

Also visit the CBA's website:

<https://www.uwlax.edu/cba/>
Here, the departments 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 Winter and Spring 2017

Winter registration begins November 10 and Spring registration begins November 14. Instructions for registration are sent to your email address by the Records and Registration Office in late October.

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 and August 2017 Graduation Credit Checks

Graduates must apply to graduate through the WINGS student center. It is found under the "Other Academics" drop down menu. For December 2016 and January 2017 graduates, this should be done now if you haven't already done so. May 2017 grads must apply to graduate by December 1st.

An in-person credit check meeting with the Assistant to the Dean 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 Amber Maxwell (maxwell.amber@uwlax.edu).
- 3. After you have registered for your last semester**, check your Advisement Report again to ensure you are meeting all requirements. Amber Maxwell 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. Maxwell 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 May or August graduation is December 1st.

Reminders

- 1. Dropping a class?** The last day to drop a full-semester course is October 31st. 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 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: <http://www.uwlax.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.



Hoeschler Graduating Senior Award

The prestigious Hoeschler Award is given each year to an outstanding CBA graduate from the 2016 August and December classes, as well as the May 2017 class, are invited to apply. Applications may be obtained from the Dean's Office, 138 Wimberly Hall. They are due by the first week in March 2017.

The Hoeschler Award recognizes a business graduate who has demonstrated outstanding achievement in their undergraduate program, with emphasis given to those who have been involved as leaders in special projects, community and entrepreneurial endeavors, and organizations, and who have demonstrated a creative approach to identifying, planning and executing one or more projects.

DEPARTMENTAL UPDATES

ACCOUNTANCY DEPARTMENT

Banquet

The Thirty-third Annual Spring Accountancy Banquet is scheduled for Wednesday, April 26, 2017 at 5:30 p.m. in the new Student Center. There will also be a "Meet and Greet" from 3:00-5:00 p.m. in the New Student Center. 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 Accountancy Department office in 415 Wimberly Hall.

Placement

BUS 350, Career Preparation, will be offered in the spring. 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

Winter Intersession

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

BUS 305

BUS 405

All other required major courses (including 418) will be offered.

Summer 2017

Online offerings:

Summer Session I

ACC 221 – Accounting Principles I (1-2 sections)

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 2017

All required accounting courses will be offered and two electives are planned.

Principles of Fraud Examination and the second elective is ACC 430 – Taxation II.

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 CPA license requirements and processes for the state in which they plan to be licensed and employed.

ECONOMICS DEPARTMENT**Course Offerings****Winter Intercession 2017**

ECO 110 - Microeconomics & Public Policy (online)

ECO 120 - Global Macroeconomics (online)

Economics Tutors

If you need assistance with your ECO 110 or ECO 120 classes, tutors are available in the Murphy Learning Center on the second floor room 251.

Featured Courses

ECO 212. Dr. Nabamita Dutta will be teaching this new Gen Ed course, Search for Economic Justice, Spring 2017. This interdisciplinary class will expose students to movements for economic empowerment as a critical dimension of justice in the increasingly global economy of the modern world. Through a mixture of face-to-face, online, and experiential methods, students will explore, examine, and compare and contrast the concept of economic justice from several theoretical perspectives including Amartya Sen, John Rawls, and Fredrich Hayek. From there the course will explore human rights and economics, the role of formal and informal institutions and the role of globalization. Students will be exposed to examples of women's rights and how the expansion of personal justice relates to economic development. Lastly, students will be exposed to data and other tools used to measure economic justice, freedom and individual rights through an analysis of different databases on human rights and institutions

Students will examine connections between the individual and larger systems, between the local and the global, and will learn to critically analyze economic and political structures and movements as they pertain to gender, race, and class. The class will delve deeper into topics of culture and religion, women's rights, women's rights in relation to globalization, capitalism and globalization, human rights and child labor, global income and socio-economic inequality and so on. By taking this class, students can earn 3 credits in the GE 04: International and Multicultural Studies

ECO 307 - Hearing that Big Data is likely to be a big part of just about any career you choose? Econometrics is our course in data analysis. In this class you'll build on basic statistical skills you acquired in MTH 145 to

acquire more advanced analysis competencies, and you'll apply these tools to either academic or business research problems based on your career goals. And you'll learn how to write about, talk about, and display the results of your analysis for both technical and non-technical audiences. These skills are in high demand among employers--come and get them!

ECO 376 - The Economics of Art and Entertainment focuses on the leisure industry. We will investigate how the entertainment industry compares to other industries in regard to labor markets, outputs, and economic impact, identifying similarities and key differences. Particular attention will be given to the movie, television, and live performance industries.

ECO 474 - An Economic Forum course titled Peace Economics (ECO 474-01, meeting Tu-Th at 12:40) will be offered Spring 2017. The authors of the book for the course have defined peace economics as "the use of economics to understand the causes and effects of violent conflict in the international system and the ways that conflict can be avoided, managed, or resolved." The class will touch on a variety of approaches and concepts including game theory, conflict economics, and political economy (interrelation of political and economic processes) to examine the economics of peace and war. The classical view of economists going back to Adam Smith, was that free trade and economic integration promoted peace. This notion was behind the famous book by John Maynard Keynes, The Economic Consequences of the Peace, published in 1919 after he left the Paris Peace Conference that led to the Treaty of Versailles, which he described as a Carthaginian Peace that would have dire consequences. Contrast this with post-WWII Bretton Woods system, in which Keynes was the intellectual leader and representative of the U.K.

Search

Need help finding jobs and internships? Sick of people asking you what you'll do when you graduate? Not really sure what economists do? SEARCH is the place for you. SEARCH is the Source for Economics and Related Careers Help. We're an informal student group open to majors and minors in economics. Those who are still "shopping" out majors and minors are welcome to join too. We do not have a standard meeting time - we schedule all meetings using Doodle to maximize attendance among those who are most interested. Events we're holding or participating in this year include: A field trip to the Minneapolis Fed, a Skype with an IZA economist, visits from recent alumni, and career planning and graduate school

preparation workshops. Interested? Email Mary Hamman mhamman@uwlax.edu with Join SEARCH in the subject line.

Wisconsin Initiative for Economic Research

Dr. Hoffer received an external grant to launch the Wisconsin Initiative for Economic Research. The initiative focuses on the creation and dissemination of economic research. As part of the grant, Dr. Hoffer also hosts an economics discussion group Monday evenings at 6:00 p.m. over dinner at a rotation of local restaurants. Finally, the grant helps support speakers (see below) and Dr. Hoffer's Second Annual Symposium on Economics and Operations of Competitive Sports Teams to be held in April.

Speakers

Several guest speakers will visit campus to discuss their research. On October 27, Bryan Caplan will discuss the economics of elections, with a focus on this year's unique presidential election. On February 17, Andy Young will present research on medieval law enforcement, constitutions, and institutions with a focus on barbarian behavior. In March we have Travis Minor from the FDA who will discuss *The Effect of Nutrition Labeling on Consumers' Diet and Dietary Knowledge*, and on April 28th we welcome Jari Eloranta from Appalachian State University who will discuss the Economics of war.

Department Publications

The following is a list of journal articles that represents some of the department's intellectual contributions. The following have all been accepted for publication or actually published sometime between June 1, 2015-May 31, 2016.

Anderson, D. M. (2016). Affirmative Action: A Feminist Economics Policy to Counteract Implicit Bias in Employment. *International Journal of Gender & Women's Studies*, 3(2), 1-11.

Anderson, D. M. Direct Effects of Visitor Spending at a Wildlife Festival Using Intent Scales: A Case Study. To appear in *Event Management*.

Dutta, N., Mukherjee, D. Corruption, Democratic Durability and Education – Exploring the Linkages. To appear in *Journal of Economic Development*.

Cooray, A., Dutta, N., Mallick, S. The Right to be Free: Is media freedom good news for women's rights? To appear in *Journal of Institutional Economics*.

Dutta, N., Williamson, C. R. Aiding Economic Freedom: Exploring Interactions between Foreign Aid, Income, and Institutions. To appear in *European Journal of Political Economy*.

Dutta, N., Sobel, R. S., Roy, S. Foreign Aid and Business Climate: An Empirical Analysis of SSA countries. To appear in *Journal of Entrepreneurship and Public Policy*.

Dutta, N., Roy, S. State Fragility and Transparency. To appear in *International Journal of Development Issues*.

Cooray, A., Dutta, N., Mallick, S. Does female human capital formation matter for the growth effect of remittances? Evidence from developing countries. To appear in *Oxford Development Studies*.

Dutta, N., Sobel, R. S. Does Corruption Ever Help Entrepreneurship? To appear in *Small Business Economics*.

Dutta, N., Williamson, C. Can Foreign Aid Free the Press? To appear in *Journal of Institutional Economics*.

Dutta, N., Cooray, A., Mallick, S. The Impact of International Openness on Labor Force Participation in Africa: Does Institutional Quality Matter? To appear in *Industrial Relations: A Journal of Economy and Society*.

Umashankar, V., Dutta, N., Rishi, M., Roy, S. Risk Factors for Domestic Violence: An Empirical Analysis for Indian States. To appear in *Journal of Developing Areas*.

Dutta, N., Roy, S. The interactive impact of press freedom and media reach on corruption. To appear in *Economic Modelling*.

Giddings, L. A., Hoffer, A. Exercising Willpower: Differences in Willpower Depletion among Athletes and Non-Athletes. To appear in *Contemporary Economic Policy*.

Hamman, M., Kapinos, K. A. (2016). Colorectal Cancer Screening and Health Insurance Mandates. To appear in *Health Economics*.

Hamman, M. K., Kapinos, K. A. (2015). Affordable Care Act Provision Lowered Out-Of-Pocket Cost and Increased Colonoscopy Rates Among Men in Medicare. *Health Affairs*, 34(12), 2069-2076.

Hamman, M. K., Kapinos, K. A. (2015). Mandated Coverage of Preventive Care and Reduction in Disparities: Evidence from Colorectal Cancer Screening. *American Journal of Public Health*, 105(S3), S508-S516.

Hauptert, M. (2015). The Sultan of Swag: Babe Ruth as a Financial Investment. *The Baseball Research Journal*, 44(2), 100-07. (Published: October (4th Quarter/Autumn) 2015).

Hoffer, A. A Classroom Game to Teach the Principles of Money and Banking. To appear in *Cogent Economics and Finance*.

Hoffer, A. Are Voters Rational on the Margin? A Spatial Analysis of Voter Turnout in U.S. Presidential Elections. To appear in *Journal of Public Finance and Public Choice*.

Holder, K., Hoffer, A., Al-Bahrani, A., Lindahl, S. Rockonomix. To appear in *The Journal of Economic Education*.

Khandker, A. W., Khaled, S. (2015). Profit-Loss Sharing Contract Formation under Zero Interest Financial System. *Journal of King Abdulaziz University*, 28(2), 79 - 113.

Komissarov, S., Murray, J. Factors that influence undergraduate information-seeking behavior and opportunities for student success. To appear in *Journal of Academic Librarianship*.

de Araujo, P., Murray, J. (2015). A Life Insurance Deterrent to Risky Behavior in Africa. *Journal of Policy Modeling*, 37, 548-576.

Nunley, J., Pugh, A., Romero, N., Seals, R. A. (2016). College Major, Internship Experience, and Employment Opportunities: Estimates from a Résumé Audit. *Labour Economics*, 38(1), 37-46.

Nunley, J., Pugh, A., Romero, N., Seals, R. A. The Effects of Unemployment and Underemployment on Employment Opportunities: Results from a Correspondence Audit of the Labor Market for College Graduates. To appear in *Industrial and Labor Relations Review*. (Accepted: December 2015).

Nunley, J., Seals, A., Zietz, J. (2015). The Impact of Inflation on Property Crime. To appear in *Contemporary Economic Policy*.

Nunley, J., Pugh, A., Romero, N., Seals, R. A. (2015). Racial Discrimination in the Labor Market for Recent College Graduates: Evidence from a Field Experiment. *B.E. Journal of Economic Analysis and Policy*, 15(3), 1093-1125. Spring 2017

Pre-Business Core requirements:

BUS 230, ECO 110, ECO 120

Additional Undergraduate electives:

ECO 305 - Intermediate Macroeconomic Analysis

Introduction to the theoretical analysis of the aggregate economy. Topics include the essential mathematics of macro analysis; national income accounting; general equilibrium of the product, money and labor markets; Keynesian, Classical, and Monetarist theories; stabilization policies; and economic growth. Prerequisite: ECO 110, ECO 120; MTH 175 or MTH 207.

ECO 308 - Intermediate Microeconomic Analysis

Behavior of consumers, producers and markets. Topics include: theories of demand, production and cost, firm decisions, market structures, distribution, general equilibrium, welfare and externalities. Prerequisite: ECO 110, ECO 120; MTH 175 or MTH 207

ECO 330 - Labor Economics

Theories of wage determination; economic effects of wage determination upon the structure of wages, the distribution of national income, employment, and the price level. Prerequisite: ECO 110, ECO 120.

ECO 336 - Women in U.S. Economics

An introduction to the status of women in the U.S. economy. Topics include alternative perspectives on women, work and the labor force, the value of paid versus unpaid labor, pay equity, the social support network, and the prospects for change.

ECO 340 - Introduction to International Economics

Overview and introduction to international economics and the theory of international trade and the effects of trade and trade policy on the economy. Foreign exchange markets, the balance of payments and basic policy adjustments are also introduced. Prerequisite: ECO 110.

ECO 346 - Intro to Environmental Economics

Aspects of the scarcity of renewable and non-renewable natural resources and the management problems associated with their allocation and use are presented. The theoretical foundations for those tools of economic analysis applicable to the analysis of natural resource problems are developed with historical, real-world examples discussed. Attention is concentrated on the policy implications of alternative resource development strategies. Prerequisite: ECO 110.

ECO 375 - Economic Development

Analysis of the broad problems and constraints limiting economic development in the "Third

World" Alternative approaches to development will be considered. Different cultural, material, and human resources present in individual countries will be assessed. Prerequisite: ECO 110, ECO 120.

FINANCE DEPARTMENT

Welcome!

Please welcome Drs. Lim, Linna and Stivers to the Finance Department at UWL.

Dr. Lim teaches Principles of Financial Management (FIN 355) and Financial Modeling (FIN 437). Dr. Lim's research interests lie in corporate finance, investments, and household finance. Her recent research has focused on the dual-class share structures, corporate restructuring, corporate cash holdings, and the board of directors. Dr. Lim earned her Ph.D. in finance at the University of Alabama.

Dr. Linna teaches Principles of Financial Management (FIN 355) and Portfolio Theory and Investment Management (FIN 475). FIN 475 also includes students' participation in the Gordon Spellman Student Managed Investment Fund. Dr. Linna's research interests include Market Microstructure, Investments, and Real Estate. Dr. Linna is finishing his Ph.D. at the University of Memphis.

Dr. Stivers teaches Investments (FIN 380). Dr. Stivers' research forecasts market returns and his model outperformed current forecasts by several percent! This is a powerful outcome and he has done some consulting for mutual fund managers. Other research interests include behavioral finance and asset pricing. Dr. Stivers's Ph.D. is from McMaster University, Canada.

Please welcome these excellent, new faculty to UWL.

Temte Scholarships

These scholarships were established by Dr. Andrew Temte, of Schweser Study Program, the international leader in preparation materials for the Chartered Financial Analyst (CFA) examinations. The CFA designation is recognized internationally by employers and clients as a sign of the highest ethical and professional competence. The scholarships cover expenses related to taking the CFA Level I exam, and are available only to students enrolled in Advanced Financial Analysis (FIN 447).

Three Scholarship winners will receive goods and services valued at more than \$2,600, including:

- A \$250 reduction in their spring tuition bills.
- Prepayment of CFA program registration and examination fees (\$1,380).
- Schweser Study Notes and required readings (\$1,099).

Applications are due October 28. For more information, please contact Dr. Wolf at rwolf@uwlax.edu.

It Make\$ Cents!

It Make\$ Cents! is a financial literacy program that offers all UWL students financial information and promotes financial success. A number of activities are scheduled for this semester, including a UWL Family Feud Game Night on Thursday, November 10 at 6 p.m. at the Cellar in Cartwright Center. If you would like more information on financial literacy and It Make\$ Cents! events, please contact Diana Tempski at dtempski@uwlax.edu or visit the It Make\$ Cents! website at <http://www2.uwlax.edu/it-makes-cents/>.

Class Scheduling Information

Winter 2017

Principles of Financial Management (FIN 355) will be offered during Winter Session 2017. The course will be offered in person from January 3-21. For more information about the course, contact Dr. Kim (skim@uwlax.edu) or stop by the Finance Department.

Money and Capital Markets (FIN 390) will be offered online, January 3-21. For more information about the course, contact Dr. Wolf (rwolf@uwlax.edu) or stop by the Finance Department.

All course offerings are contingent on enrollments.

Spring 2017 Electives

A variety of finance elective courses will be offered during the Spring 2017 Semester. From Group I of the Finance major, students may enroll in Advanced Financial Planning, Financial Modeling, Multinational Financial Management, Portfolio Management, Advanced Financial Analysis, and Investment Analysis and Portfolio Management.

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. Stivers (astivers@uwlax.edu) for more information.

Financial Modeling (FIN 437) available to any finance major, focuses on the development of Excel-based models to analyze a variety of personal and professional finance problems. Specific topics include creating programs in Visual Basic, asset pricing techniques, and sensitivity analysis. The prerequisite for the course is FIN 355. Contact Dr. Lim (ylim@uwlax.edu) if you would like more information.

Multinational Financial Management (FIN 440) is required for international business majors and minors; however, many students can benefit from learning about the application of basic business finance principles in an international context. The prerequisite for this course is FIN 355. Please contact Dr. Borah (nborah@uwlax.edu) for more information.

Advanced Financial Analysis (FIN 447) offers students the opportunity for advanced study of topics related to (1) ethics and professional standards, (2) investment tools, (3) asset valuation, and (4) portfolio management. Students will learn how to effectively analyze financial statements, apply statistical models, and evaluate both international and derivative securities. Advanced Financial Analysis includes online instruction and learning resources provided by Schweser Study Program. Schweser, headquartered in La Crosse, is the international leader in CFA training. Completion of this course will also assist students in preparing for the Level I exam of the Chartered Financial Analyst (CFA) program. Enrollment in this course is open to undergraduate and graduate students, but only by consent of the department. Please talk with Dr. Wolf (rwolf@uwlax.edu) if you have any questions.

Investment Analysis and Portfolio Management (FIN 475), which has FIN 380 as a prerequisite, provides students with a more in-depth investigation of the concepts of risk and risk reduction through portfolio construction, as well as various methods for measuring an investor's return on investment. Additional attention is paid to derivative securities (primarily options and futures) that are frequently mentioned in the financial press. Students enrolled in Investment Analysis and Portfolio Management manage the student-directed Spellman Portfolio. Please contact Dr. Linna (jlinna@uwlax.edu) for more information.

Finance Group II Elective: Principles of Insurance (FIN 360) is open to all CBA majors and 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.

Gen Ed Course: The department will offer several sections of **Personal Finance (FIN 207)** in the spring. 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.

Summer 2017 Offerings

The Department of Finance plans to offer Principles of Financial Management (FIN 355), Markets and Institutions (FIN 390), and possibly Personal Finance (FIN 207), Corporate Finance (FIN 370), or Investments (FIN380). Please consult with your advisor during scheduled advising times for advice and more information on the availability of these courses.

Faculty and Staff Notes

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 International Business Advisory Committee (IBAC) for the College of Business. She also serves on the university graduate curriculum committee (GCC) and the faculty development committee.

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

Dr. Kim's paper, "Growth Opportunities, Short-Term Market Pressure, and Dual-Class Share Structure" has been accepted for publication in the *Journal of Corporate Finance* (forthcoming). In addition, the professional Business Fraternity, Delta Sigma Pi, selected Dr. Kim as Professor of the month (Feb, 2016). He also serves on the CBA Graduate Committee.

Dr. Linna advises students involved with the Gordon Spellman Student Managed Investment Fund and co-advises the Student Investment Club.

Dr. Stivers presented his "Equity Premium Predictions and Optimal Hedging with Many

Predictors Using Partial Least Squares" paper at the Financial Management Association (FMA) annual meeting in Las Vegas, NV in October 2016. Dr. Stivers is the advisor for the Student Investment Club.

Dr. Sun gave an invited research seminar, "Network Analysis and Its Application in the Insurance Industry" at School of Management, Huazhong University of Science and Technology (Wuhan, China) in June 2016. He also presented his research at the Asia-Pacific Risk and Insurance Associate 2016 Annual Conference in Chengdu, China in July 2016 as well as the American Risk and Insurance Association 2016 annual meeting in Boston, MA in August 2016. He serves on the CBA Undergraduate Curriculum Committee.

Professor Tempski is very active in service to both the University and local communities. She serves on the UWL Online Advisory Board and the Marine Credit Union Foundation Board. She is an active volunteer in Arcadia, where she lives, and is the vice chair of the Zoning Board of Appeals in Arcadia. 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.

Dr. Wolf serves as a Board Member of Marine Credit Union, as well as, chair of the Risk Management Committee. He is also on the UW System Tax Sheltered Annuity Review Committee, the Task Force on Increasing TSA Enrollments, and on UWL's Joint Promotion Committee. He is the faculty advisor for the Chinese Bible Study Student Organization.

Dr. Lim presented "The Dark Side of Shareholder Activism: Evidence from Employee Pension Plans" paper at the Financial Management Association (FMA) annual meeting in Las Vegas, NV in October, 2016.

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 the President Adviser for the Parish Council of Catholic Women (PCCW).

Advising and Registration

Advisement Reports are available to finance majors on WINGS. Additionally, you will receive an email from the Finance Department including pertinent advising and course scheduling information prior to registration.

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 404 Wimberly Hall. Rachel Nolan will be pleased to help you with your questions. Her hours are

Mondays 11:30 a.m.-12:30 p.m., Tuesdays 1:00-2:30 p.m., Wednesdays 11:30 a.m.-1:00 p.m., and Thursdays 8:15-9:15 a.m. Administrative assistance can be obtained from our department associate, Ms. Maureen Spencer, whose office is in 404A Wimberly Hall.

Information Systems Department

Faculty Turnover

Due to family reasons, Dr. Dai resigned from UWL in August 2016 to start a new academic career in California. We have started a national search for her replacement in September. Filling the position by the fall of 2017 appears challenging as there are plenty of open IS faculty positions and relatively few candidates available in the job market this year. However, the Department is wholeheartedly engaged in the recruiting process and hoping to close the search as early as possible. Before Dr. Dai's position is filled with a tenure-track assistant professor, we will continue to employ qualified adjunct instructors to cover Dr. Dai's three courses in data communications—IS 310, 330, and 435.

Spring 2017 Course Offerings

Eight sections of IS 220 including one hybrid section and two night sections will be offered. We hope with the planned 240+ seats we can meet the demand for the course. As to the high-level required courses for the IS majors and minors, one section of IS 300 will be offered by Dr. Wen, one evening section of IS 310 will be taught by Dr. Elhindi, and one section of IS 411 (W-designated) will be offered by Dr. Haried. And as in the past, Dr. Yang will teach one section of IS 360 while Dr. Wen continues to teach the BUS 755 MBA course. Finally, there is an important change to the HISM (Health Information Systems Management) minor course offering. Due to a temporary lack of faculty for IS 435, the course will NOT be offered in spring 2017. However, one section of IS 420 will be offered by Dr. Haried. The HISM minor students are urged to discuss modifications to study plans with their IS faculty advisors to minimize the impact of these changes.

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 170

students and it has already generated profits that were equally distributed to five participating partners. Our share of the program profits has essentially been captured by UWL's Continuing Education, as well as future profits. And as the result of effective collaboration among Dr. Wen, Continuing Education and the Provost's Office, UWL has obtained approval from the Higher Learning Commission to admit students into the program beginning Spring 2017. We are ready to serve the needs of students in the southwestern Wisconsin region in the important areas of healthcare information management and technology.

International Programs

In an effort to revive our dual-degree MBA programs with four Taiwanese universities and to recruit students for the 2017 academic year, Dr. Wen visited Taiwan in June 2016. In addition to meeting key administrators and faculty members in the partner institutions (National Kaohsiung University of Applied Sciences, National Kaohsiung First University of Science and Technology, National Yunlin University of Science and Technology, and National Chung Cheng University) to understand issues that might hinder the growth of the joint programs, Dr. Wen also made separate presentations of the program design and new features to faculty and students in the four campuses.

In addition, Dr. Wen was also invited to visit the Soochow University to restart talks about a joint MBA degree agreement with the new leadership team in the College of Management. Comments, opinions, and suggestions offered in numerous official meetings on the trip have been compiled and presented to the CBA dean and the new MBA program director, Mr. Mark Huesmann. Dr. Wen, as a long-time CBA Graduate Committee member, will facilitate the resolution of any issues related to the Taiwanese programs and assist in connecting Mr. Huesmann to our well-established academic partner network in Taiwan.

Research Grants

Drs. Dai, Haried, Wen, and Yang all received the 2016 CBA Spring Research Grant and successfully completed their proposed works by the end of June 2016.

Faculty Research Output

REFERRED JOURNALS

Haried, P. and Claybaugh, C. (2016). Evaluating Information Systems Offshore Project Success: Can Success and Failure Coexist? *Journal of Global Information*

Technology Management, Accepted and Forthcoming.

Kim, S., Jang, S. and Yang, K. 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

Wen, K. and Chen, Y. (2016). Fighting Neutralization Behaviors of Employees in Information Security Policy Compliance: Extra-Role Behaviors, Western Decision Sciences Institute Annual Meeting, April 2016, Las Vegas, NV.

PRESENTATION

Yang, K. (2016). The Application of Differential Equation Models in Information Management, Information Systems Department, Dong Kuk University, July 2016., South Korea.

International Business Department

Spring 2017 Course Offerings

- BUS 405: The Law of International Business Transactions
- ECO 340: International Economics
- ECO 375: Economic Development
- FIN 440: Multinational Financial Mgt.
- IB 450: International Internship
- IB 499: Independent Study
- MGT 360: Global Perspectives on Business
- MGT 408: The Global Responsibility of Business
- MGT 484: International Human Resource Management
- MKT 341: International Marketing

CBA students continue to be globetrotters. Last spring 20 students left UWL for studies in Germany, Denmark, Spain, Czech Republic, Cuba, South Africa, Italy, Ireland, Scotland, England and Chile. Another 20 CBA students spent their summer break studying in Spain, Germany, Denmark, Slovakia, Japan, London, and Ireland.

Thirteen of those students studied in CBA's own International Business Consulting Program in Bratislava Slovakia. The group

worked in partnership with students from the Economics University of Bratislava on projects for Dell, O2 telecommunications, Creatix, the US Embassy, IBM, and TPA Horwath Accounting.

Summer 2017 Study Abroad Opportunities

International Business Consulting

Program. For the seventh year at UWL, CBA students have the opportunity to venture to Bratislava, Slovakia, to work with Slovak students on consulting projects for companies in the region. 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 Maggie McDermott (mcdermott@uwlax.edu) or Nicole Gullekson (ngullekson@uwlax.edu).

UWLondon. CBA students also have the opportunity to participate in the UWLondon program this summer, with their choice of two of the following tracks: Marketing Track: MKT 440–Comparative Marketing Systems, and MKT 445–International Marketing Strategies. Both of these courses count as IB electives

Business Capstone: MGT 449–Administrative Policy and Determination, and MGT 493–Green Operations

Interested students should contact Dr. Beth Crosby (ecrosby@uwlax.edu) for the marketing track and either Drs. Ana Iglesias, or Drew Stapleton for the management track (aiglesias@uwlax.edu or astapleton@uwlax.edu).

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



MANAGEMENT DEPARTMENT

Major (or double-major) in Management!

No matter what your career interests, a Management major will be beneficial. Any UWL major will help you get you an entry-level job. However, a Management major will help pave the way for a series of promotions, and thus augment your career, no matter what the field. Management professors offer courses pertaining to managing projects, managing people, and managing production processes. The knowledge and skills gained in these courses can be generally applied in a variety of work settings and may give you an advantage over colleagues who do not have these skills. So even if you are majoring in a different field, bolster your career by *also* majoring in Management. Don't simply plan for a job...plan for a career!

Winter 2017 Course Offerings

Winter Intersession 2017 we anticipate offering the following (on-campus) undergraduate courses:

- MGT 308–Behavior & Theory in Organizations, offered by William Ross
- MGT 393–Production & Operations Management, offered by Drew Stapleton
- MGT 412–Leadership & Team Development, offered by Christa Kiersch
- MGT 449–Administrative Policy Determination, offered by Ana Iglesias

Spring 2017 Course Offerings

In addition to the courses required for the Management major and for the CBA core, we anticipate offering several undergraduate electives. As you plan your schedule, consider taking one or more of the following:

- MGT 100 – Introduction to Business, offered by Scott Reber
- MGT 300 – Business Communications, offered by Scott Reber
- MGT 303 – Labor-Management Relations, offered by Dr. William Ross
- MGT 398–Total Quality Management, offered by Gail Gillis
- MGT 400–Green Operations, offered by Dr. Drew Stapleton
- MGT 484–International Human Resource Management, offered by Dr. Nicole Gullekson
- BUS 450–Sustainable Business Capstone, offered by Henry Petersen

The Management Department will also offer the following MBA courses:

- BUS 731–Decision Framing & Decision Making in Complex Environments, offered by Dr. Justin Kraemer
- BUS 790–Assessment, offered by Dr. Nicole Gullekson

Summer 2017 Course Offerings

Summer Session I (May-June) we anticipate offering the following courses:

- MGT 308–Behavior & Theory in Organizations, offered by Dr. William Ross
- MGT 393–Production & Operations Management, offered by Dr. Drew Stapleton
- MGT 400–Global Consulting, offered by Dr. Nicole Gullekson in Slovakia
- MGT 449--Administrative Policy Determination, offered by Dr. Anup Nandialath

In Summer Session II (June-July) we anticipate offering the following courses in London, UK:

- MGT 400–Green Operations Management, offered by Dr. Drew Stapleton
- MGT 449–Administrative Policy Determination, offered by Dr. Ana Iglesias

Welcome New Faculty Members!

Yeonka Kim, Ph.D.,

will teach Principles & History of Management Thought, and other courses. She earned



her Ph.D. in Business Administration from University of Minnesota-Twin Cities and Master of Industrial and Labor Relations (Concentration: Human Resources and Organizations) from Cornell University. Her research focuses on emotions and diversity in organizations as well as work-family intersection. Prior to her graduate studies, she worked as a manager in the film, chemistry, and telecommunication industries in South Korea.



Danny Franklin, MBA, is teaching Global Responsibility of Business and other courses. He is currently in the final stages of his Ph.D.

program in Management at the University of Arkansas, where he taught Strategic Management at the undergraduate and honors levels for several years. He earned his MBA from the University of Arkansas. Prior to his academic career, he worked in a variety of organizations in retail and environmental sustainability sectors in India and the US.

Anup Nandialath, Ph.D. will be teaching Business Policy & Strategy (aka Administrative Policy Determination) and other courses. Prior to coming to La Crosse,



Dr. Nandialath taught at HEC Paris in France and Zayed University in the United Arab Emirates. He holds a Ph.D. in Strategic Management from the Ohio State University and a M.S. in Agricultural Economics from Kansas State University. His research is cross-disciplinary, and he has published numerous refereed journal articles in Management, Accounting, Finance, Economics, and International Business fields. Before joining academia, he worked as a senior research analyst for the largest news publisher in India.



Mark Shay, MBA, will be teaching one section of Organizational Behavior (MGT 308) as an adjunct faculty member. Mark holds his MBA from the UWL and he currently works as a Program Manager at Logistics Health Incorporated (LHI). He previously worked as an Operations Manager at United Parcel Service (UPS).

Please join us in welcoming these new faculty members to the Department of Management in the College of Business Administration!

Congratulations, Management Scholarship Winner!

Emily Holldorf is the winner of the 2016 Lora Greene Scholarship in Business Management. She is a Senior majoring in Business Management.

Next Summer... in Slovakia!

It is not too early...start making your plans to study Management in Slovakia next summer! During the summer of 2016, several UWL students joined students from Ohio University, the University of Botswana, and the Economics University of Bratislava for the Global Consulting Program. In its 6th year at UWL, the program offers students the opportunity to get international travel experience while also gaining applied business consulting experience. Students spend almost three weeks in-country working in intercultural teams to research, analyze, and make recommendations on issues involving companies. Some of the companies and organizations that students worked with in recent summers included the U.S. Embassy, Dell, and O2, a multinational

telecommunications company. Students who would like more information on the program should contact Dr. Christa Kiersch at ckiersch@uwlax.edu or Dr. Nicole Gullekson at ngullekson@uwlax.edu



Research News

Journal Articles:

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, 2016), 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/>

Rebecca, K., Tucker, M. L., **Gullekson, Nicole** (in press). Developing Global Leadership Skills through International Virtual Teams. *Journal of Advancements in Business Education*, 2.

Gullekson, N., Dumaisnil, A. (2016). Expanding Horizons on Expatriate Adjustment: A Look at the Role of Emotional Display and Status. *Human Resource Management Review*, 26(3), 260-269.

Rentmeester, C., Kotchiam, S., **Fontaine, Sherry.** (2016). "Intersections of public health and mental health: Meeting Family Needs." In Barrett, D. H. (Ed.), *Public Health Ethics: Cases Spanning the Globe*, vol. 3. NY: Springer Press. Full-text available: http://link.springer.com/chapter/10.1007/978-3-319-23847-0_3/fulltext.html

Reinsch, Roger W., Ross, William H., Hietapelto, A. B. (in press). Employer's Use of Social Media in Employment Decisions: Risk of Discrimination Lawsuits. *Current Topics in Management*, 18.

Reber, Scott. (2016). Servin' Safari: A Lesson in Distance Learning. *Coulee Region Men* [magazine].

Yamamoto, M., & **Ran, Weina.** (in press, 2016). Is television an agent of the status quo? Revisiting the cultivation of gender roles in Japan. *Mass Communication & Society*.

Stapleton, Andrew M., & Pande, Vivek. (2016, May). Enhancing Competitiveness and Connectivity: the New US-Mexico Air Services Agreement. *Journal of Transportation Management*, 26(1), 7-28.

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.

Panzone, L., Lemke, F., **Petersen, Henry.** (in press). A Framework to Understand Consumers' Assessment of Causality of Environmental Damage in Food Chains. To appear in *Technological Forecasting & Social Change*.

<http://www.journals.elsevier.com/technological-forecasting-and-social-change/call-for-papers/technology-and-the-balancing-of-corporate-growth/>

Books, Book Chapters, & Encyclopedia Entries:

Holley, W. H., **Ross, William H.,** & Wolters, R. (2017). *The Labor Relations Process*, 11th ed. Boston: Cengage.

Kim, Y., Leslie, L.M., Bono, J.E., Beaver, G. (2015). Gender and the work-family domain: A social role-based perspective. *Oxford University Press*.

Conference Paper Presentations:

Chung, K. & **Kraemer, Justin** (August, 2016). "Moral Muteness" Academy of Management Convention, Anaheim, CA. **Also** Dr. Kraemer was a panelist and coordinator X-Culture symposium. Anaheim, CA.

Taras, Vasyly, Palmero, Alfredo, Gunkel, Marjaana, Svirina, Anna, Tavoletti, Ernesto, Shah, Grishm, Weng, Lei, **Kraemer, Justin** (November 10-14, 2016). Does Academic Pedigree Predict Performance? On the Predictive Power of University Prestige. Academy of International Business (AIB) US-SE Chapter Conference, Tampa, FL.

Stapleton, Andrew (May, 2016). Evaluating Additive Manufacturing (AM) as a Disruptive Technology in Transportation & Logistics, Production Operations Management Society (POMS) Annual Conference, Orlando, FL.

Iglesias, Jose' L. (March 11, 2016). Employee Attitudes toward Organizational Change: a Cognitive and Social Psychological Perspective. Western Academy of Management Conference, Portland, OR. <http://www.wamonline.org/>

Iglesias, Anna E., Iglesias, Jose' L., Hinestroza, M., Darcy, H., Maria Luisa, T. (January 8, 2016). The Role of Managers' Strategic Mindsets in Attitudes toward Corporate Social Responsibility. Global Strategy & Emerging Markets (GSEM) Conference, CIBER - University of Miami, Coral Gables, FL.

Iglesias, A. E., 2016 Midwest Academy of Management, Fargo, ND, Do Competitors Always Matter? An Examination of Divestment Decisions in the U.S. Insurance Industry, <https://www.midwestacademyofmanagement.org/>

Iglesias, A. E., & Wilson, M. (Aug. 9, 2016). Teaching Strategy to Millennials: Approaches, Techniques, and Challenges, Academy of Management Convention, Anaheim, CA, <http://my.aom.org/Program2016/SessionDetails.aspx?sid=16951>

Petersen, H. (Co-Author/Co-Presenter), Lemke, F. (Co-Author/Co-Presenter), (Sept., 2016). International Colloquium on Relationship Marketing, Toulouse University, Toulouse, France, A Responsible Service Dominant Logic, <https://icrm2016.sciencesconf.org>

Faculty Service, Development Activities, and Other News

Nicole Gullekson was granted tenure. Nicole was also selected as director for the International Business major and minor. Congratulations on these accomplishments!

Three department members received CBA Research Grants in Spring, 2016 (**Christa Kiersch, Justin Kraemer, and Drew Stapleton**). **Sherry Fontaine** received a UWL Research Grant. **Kelly Nowicki** received a UW-Foundation grant. Congratulations!

Justin Kraemer, Kelly Nowicki, Nicole Gullekson, Christa Kiersch, & Samantha Samreth all had class projects that benefitted local businesses (see <https://www.uwlax.edu/management/news/> for details). Congratulations!

Cerbin, W. J., Cooper, S. T., **Kiersch, C.,** Warnberg, N., George, W., Bolstad, M., (August 30, 2016). UWL Conference on Teaching and Learning, UWL, La Crosse, WI, "CATL Teaching and Learning Grant

Projects", <http://www.uwlax.edu/catl/conferences/>. [UWL Workshop]

Kiersch, C., (August 30, 2016). UWL Conference on Teaching and Learning, UWL, La Crosse, WI, "Learning about Leadership by Developing your Own", <http://www.uwlax.edu/catl/conferences/>, [UWL Workshop]

Nowicki, Kelly M, "Sustainability in the Workplace", Presentation to the La Crosse Area Society for Human Resource Management (SHRM).

James Gillespie served as advisor to the UW-L University Centers department, assisting with their Strategic Planning process.

James Gillespie served on the Provost's Task Force on Interdisciplinary Initiatives; this group assessed the value of interdisciplinary work at UW-L and researched interdisciplinary initiatives at peer educational institutions.

Kelly Nowicki attended a Workshop on Entrepreneurship Education sponsored by the Small Business Administration in Kansas City, Missouri.

MARKETING DEPARTMENT

UWL Marketing Alum is Recipient of the Rada Distinguished Alumnus Award

The Rada Distinguished Alumnus Award recognizes alumni who have graduated within the last 20 years, achieved professional distinction and taken part in humanitarian activities. **Ryan Johnson**, 2001 Marketing alumnus, was awarded the Rada Distinguished Alumnus Award for 2016. Ryan is an emerging entrepreneur, real estate and restaurant owner in the La Crosse area. He is the current owner and/or founder of these La Crosse businesses: BA Burrito Co., State Room, Howie's, The Old Crow, and RRJ Holdings.

The Rada Distinguished Alumnus Award includes a scholarship presented to a current student in a department of the recipient's choosing. The recipient of the Rada Distinguished Alumnus Scholarship is **Alicia Buck**,



Senior Marketing Major. Congratulations to both, Ryan and Alicia!

Department Awards First Laux Family Scholarship

Along with the Rada Distinguished Alumnus Scholarship, which is a one-time award, the department is pleased to announce the Laux Family Scholarship in Marketing. This scholarship was awarded for the first time in 2016, and is scheduled to continue for ten years. The first Laux Family Scholarship recipient, selected by a committee of marketing faculty, is **Michaela Hader**. Congratulations Michaela!



Amanda Nelson was the 2016 recipient of the Neala P. Frye Memorial Scholarship. Neala



passed away in her junior year at UWL and her friends, classmates and family established this scholarship to honor her life and legacy in 2013. Neala was a marketing major who was outgoing, compassionate, loving, and very active in AMA and in the community. Recipients of this scholarship, selected by Neala's family and friends, are marketing majors who are actively involved on campus and in the community. Congratulations Amanda!

Marketing Students to Compete at "Great Northwoods Sales Warm Up"

On March 4, marketing students had the opportunity to practice their sales skills and receive feedback and advice from 12 area marketing professionals as part of the third annual UWL Sales Competition. Marketing professionals evaluated each student's role play on criteria such as how effectively he or she gained the buyer's attention and built rapport, eliminated buyer concerns, and provided a persuasive closing. The prize—a small cash award and the ability to represent UWL at the Great Northwoods Sales Warm Up in Eau Claire in late October.

The Great Northwoods Sales Warm Up brings students together from all over the country—over 20 schools and over 60 competitors. It is a three-day event that, along with the sales competition, includes a career fair. Students competing at the Great Northwoods Sales Warm Up typically obtain numerous job interviews and several job offers. **The UWL winners for 2016 are** (from left to right): **Elliott Statz** (4th place); **Mikayla Williams** (3rd

place); Adam Letto (2nd place); Ben Stauss (1st place)



The students have been preparing for the Great Northwoods competition since the beginning of the academic year and are being coached by Marketing faculty member, Stacy Trisler, and student coach, Kayla Peterson, who took 5th place at last year's competition.

Number of Marketing Majors Continues to Climb

After a downturn due to the 2008 Recession, the number of students choosing Marketing as a major has continued to grow and is higher now than it has been at any time in the last 15 years. Marketing is currently the largest major in the College of Business Administration, with 485 students, making up approximately 25% of all CBA students.

Marketing Advising Sessions October 26th

The Marketing Department will be hosting special advising sessions for marketing majors currently enrolled in ACC 221, ACC 222, MKT 309, and all freshmen on October 26th in CWH 326. These sessions provide guidance and advice specific to students at particular stages in their academic career.

- **4:30-5:00 p.m. Marketing majors currently enrolled in ACC 221 and all freshman**
 - **5:00-5:30 p.m. Marketing majors currently enrolled in ACC 222 and MKT 309**
 - **5:30-6:00 p.m. All freshman Marketing majors**
 - **6:00-7:00 p.m. Open Advising Time**
- Please mark your calendar!** You will have the opportunity to talk with a marketing advisor to address individual questions afterward.

No More Overrides!

The Marketing Department will again be using the **Wings electronic wait list** for Winter and Spring Registration. This means if a class closes before you register, you will put your name on the electronic wait list. If you register for a back-up class at the same time as your desired class, be sure to use the "SWAP" feature correctly. Review the registration



tutorials provided at

<http://www.uwlax.edu/uploadedFiles/Offices-Services/WINGS/Wait%20List%20in%20WINGS.pdf>.

If you feel your need for a closed course warrants special attention, please schedule a face-to-face meeting with 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 special consideration is warranted, s/he will discuss your situation with the Marketing Chair. 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 need, 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. Hopefully this will simplify the process and be fair for all.

Marketing Faculty Travel & Learn Internationally

Dr. Beth Crosby, and her research colleagues, presented two research papers--"Collaging and ZMET: A Method for Eliciting Insights into Macro Phenomena" and "A History of Gender Production and Reflection in the Fashion System in the Twentieth Century Through the Lens of Androgynous/Unisex Fashion" at the Macromarketing Conference held on the campus of Trinity College in Dublin, Ireland in July. In addition to attending the conference, Crosby traveled around Ireland to learn more about Irish business and culture.

Stacy Trisler networked with sales educators from around the world at the Sales Educators' Academy, co-hosted by Florida State University and Rollins College, and held at Aston Business College in Birmingham, UK last June. Trisler was also able to spend a little time traveling and learning more about the business culture in the United Kingdom.

Dr. Maggie McDermott, along with Management faculty, took students to Slovakia to participate in the International Consulting Program in early summer.

Faculty – New Faces

The Marketing Department is pleased to welcome two new full-time faculty members: Dr. Marco Vriens and Dr. Nese Nasif to our department.

Dr. Marco Vriens, an analytical and research executive, professor and author, with a Ph.D. in Marketing from



the University of Groningen and a Masters in Psychology from the University of Leiden in the Netherlands is teaching MKT 367, Market Research at the undergraduate level and co-teaching MBA 730 Decision Framing I. Dr. Vriens is a prolific writer having published multiple books and journal articles. He has worked for prestigious companies, such as Microsoft, GE Healthcare, Millward Brown and most recently, Ipsos.

Dr. Nese Nasif joins us from University of Texas – Pan American, where she completed a Ph.D. in Marketing. She holds a M.A. in Education from



University of Michigan and a B.A. in Economics from University of Chicago. Dr. Nasif has considerable teaching experience, teaching a variety of marketing and management classes both face-to-face and online. She has also taught mathematics and economics at the high school level. Dr. Nasif's research interests are in consumer behavior and services marketing. Dr. Nasif currently teaches MKT 365 Promotions and Advertising Management at the undergraduate level and MBA 713 Managing Strategically in a Global Environment through the UW Consortium Online MBA program.



Mr. Nolan Schmidt joined the department last Spring teaching one evening section of MKT 309 Principles of Marketing and is continuing in this role this Fall. Mr. Schmidt is an alum of UWL, having earned an MBA and a B.S. degree in Management. He worked for several years in transportation and logistics with Coca Cola and is currently working for Fastenal in product development and brand management.

The Marketing Department said good-bye to Barb Larsen, who retired from UWL after four years in the Marketing and Management departments and Ben George, who recently earned his doctorate from the University of North Texas and took a full-time Asst. Professor position at the University of South Dakota in the department of Decision Sciences. We wish them well!

SMALL BUSINESS DEVELOPMENT CENTER

The Wisconsin Small Business Development Center at UW-La Crosse



(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 being offered by the La Crosse SBDC that is likely to be of interest to UWL students is the 2017 UWL Innovation Lab. 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. You can work as a team or go solo as you explore business ideas and take steps to build a plan to launch a business. Students participating in the inaugural UWL Innovation Lab will present their ideas in early April to a panel of judges who will select the winning business idea. Cash and other prizes will be available as well as the chance to pursue a \$25,000 grant through Ideadvance—a University System initiative aimed at funding campus innovation. To learn more about the UWL Innovation Lab 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.

CEO usually meets on every Wednesday at 6 p.m. in 2301 Centennial Hall. The club hosts top local entrepreneurs who come to meetings to share their stories and information! We are planning a business plan competition much like Shark Tank for April 6! Check out the CEO Facebook page for updates:

<https://www.facebook.com/pages/UW-La-Crosse-Collegiate-Entrepreneurs->



[Organization/450355105048090](https://www.facebook.com/450355105048090). For more information, contact the CEO President, Andy Schroeder, at schroede.and3@uwlax.edu or message the Facebook page!

AMERICAN MARKETING ASSOCIATION

The purpose of the UWL American Marketing Association (AMA) is to develop comprehensive leadership, career-focused and marketing skills while networking with other students, faculty, alumni, and business professionals.

AMA hit the ground running with a variety of opportunities for members to get involved including Marketing Week, volunteering for the Color Run and DECA MD 5K, our annual Mississippi boat cruise social, a visit to Ecker's Apple Orchard and more! In the midst of this, AMA recruited heavily this fall and even designed a Snapchat filter that was shown throughout campus during Involvement Fest. Our membership total is now 121 paid members.

At meetings, we work on marketing projects, speak on professional development topics, and bring in guest speakers from various companies and industries to share their knowledge and experience in marketing fields. In fact, on October 12 we heard from UWL alum, Josh Van Winkle, who now works for Adidas in Portland. Check out our website (uwlama.com) to learn more about the upcoming speakers and meeting topics.

Furthermore, AMA brought a total of 47 members to the UWW Regional Conference on October 14. Many of the attendees participated in competitions at the conference in addition to attending workshops, a career fair, and listening to the keynote speakers from Harley Davidson and the Green Bay Packers.

Last year we received honorable mention for our semester-long case competition project. This year Morgan Jacobs is leading a team of 24 students to develop a comprehensive solution for the case sponsor, eBay, with hopes of becoming a semi-finalist to present at the International Collegiate Conference in New Orleans.

We meet every Wednesday at 7:00 p.m. in Centennial 2305. Contact AMA President Kayla Peterson (peterson.kayl@uwlax.edu) for information on how to join!



BETA ALPHA PSI

Beta Alpha Psi (BAP) 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 2102 Centennial Hall on most Wednesdays at 6:00 p.m. Beta Alpha Psi has professional speakers present at these meetings. If interested in joining Beta Alpha Psi, please visit the website at <https://uwlmvorgs.collegiatelink.net/organization/betaalphapsi> or contact Vincent Dombrowski at dombros.vincent@uwlax.edu

BETA GAMMA SIGMA



Founded in 1913, this international honor society recognizes outstanding academic achievements of students in collegiate business programs. Membership is by invitation only and open to juniors in the top 7%; seniors in the top 10%, and graduate students in the top 20% of their class. Beta Gamma Sigma signifies Honor, Wisdom and Earnestness.

Though we have high academic standards, our achievements continue outside of the classroom. The club is focusing on a more active role in the UWL community as well as the surrounding La Crosse environment this year. We began with a cook-out social,

helping new and old members connect and learn more about one another. To follow up, we will participate in other volunteering events in the community including, but not limited to, can collection for food pantries and Rotary Lights set up.

New members are inducted every Spring with a formal ceremony that includes guest speakers, refreshments, and official documentation to be included in the organization.

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 265,000 members nationwide. The Eta Rho chapter here at UWL is one of the largest collegiate chapters within DSP with 61 active members and 22 pledges this semester.

DSP places a large emphasis on community involvement and giving back. So far this semester, the fraternity has volunteered with the 5k fun run/walk, Glow In The Deke, that directly benefits the Hope Lives Foundation, to provide financial support and opportunity to local community members, and students affected by cancer. Other community events DSP has hosted and contributed to so far this semester are a campus blood drive, and the Children's Museum "BOOseum."

Professionally, DSP is the place you want to be. This semester, the fraternity has welcomed Christa Baldrige, one of Milwaukee's Top 40 Under 40, and Greg Kammer, the executive Vice President of Health and Safety/Strategy. Coming up, the new CBA Associate Dean, Dr. Rhee, will be speaking on his experiences with emotional intelligence, leadership versus management, and transformation. This presentation is open to the entire CBA, and we encourage you to come and welcome Dr. Rhee! Just last semester DSP brought in Logistics Health Incorporated's Chief Information Officer, Anne Finch, to speak on her experiences throughout her career path, and what she learned along the way.

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 could be 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. Through FMA, members will be given the opportunity to explore aspects of today's financial world and interact with several financial industry leaders and their organizations. FMA is open to any CBA student, but is tailored toward students majoring in Finance and Economics.

Our next meeting is with Thomson Reuters on October 26 at 7 p.m. in Cartwright 339.

If anyone has questions, feel free to contact Peter Kopanon (kopanon.pete@uwlax.edu)

INFORMATION SYSTEMS ASSOCIATION

Under the supervision of Dr. Peter Haried, Information Systems Association (ISA) hosts professionals from the Wisconsin and Minnesota area to present and recruit for their companies. These events are a great opportunity to learn more about potential employers, network with professionals, learn more about job opportunities related to Information Systems, and connect with your fellow classmates.

IS majors/minors, and all CBA students are strongly encouraged to participate in ISA. Please contact Dr. Peter Haried (pharied@uwlax.edu) or the ISA president, Paul Gaska (gaska.paul@uwlax.edu) with any questions.

SOCIETY FOR HUMAN RESOURCE MANAGEMENT

The Society for Human Resource Management (SHRM) is the world's largest association devoted to



human resource management. SHRM represents more than 250,000 professional and student members in over 140 countries. SHRM assists in the development of HR skills which are critical to **every student** no matter their industry or major. The UWL SHRM Chapter includes events such as professional speakers, resume critiques, workshops, volunteer hours, and much, much more. Three of SHRM'S executive board members most recently received a grant to attend the WI SHRM 30th Anniversary Conference hosted at The Kalahari in WI Dells. Meetings are held every other **Monday at 6:30 p.m. in 1401 Centennial Hall**. Contact academic advisor, Christa Kiersch at ckiersch@uwlax.edu or president, Sarah Balfanz at balfanz.sarah@uwlax.edu to join today!



STUDENT ADVISORY COUNCIL



The Student Advisory Council (SAC) for the College of Business Administration is a student run organization on campus that actively works with the CBA's Dean's Office. Members of SAC develop professional skills, network with faculty, staff and local businesses to enhance their resumes 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 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 on sending out a survey to students this Fall to see what is going well and how the CBA can improve.

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 Wimberly Hall. We are looking forward to a great and productive semester and would love to have 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.

HEALTHCARE & LIFESCIENCES STUDENT ASSOCIATION

The Healthcare and Lifesciences Student Association (HLSA) is a very new student organization on campus that aims to create a bridge between the College of Business Administration and the College of Science and Health. This connection allows students to learn from recent graduates and professionals to get an image of the entire health care system. This organization is great for students to explore the various avenues of health care and to network with individuals in each of those unique areas. If you are interested in joining HLSA or would like some more information, please visit the MyOrgs page or contact the president, McKenna Bocik at bocik.mcke@uwlax.edu

INTERNATIONAL BUSINESS ASSOCIATION

The International Business Association is a new student organization that was created for those interested in expanding their knowledge of International Business. Our purpose as an organization is to help our members develop an understanding of the global economy and broaden their awareness of cultural diversity. The speakers we bring in will provide networking opportunities and perspective from those who have worked in the industry, in hopes that students become more aware of the vast opportunities in the IB field.

Events for this fall include a Study Abroad IB Workshop on October 26 in collaboration with Nicole Gullekson. This event will allow those interested in studying abroad to explore the many programs available. A diverse student panel will provide perspective and advice for various programs. Our other meetings are on November 9 and December 7 at 8 p.m. in Cartwright 257.

To learn more about IBA, visit our website, <https://uwlmyorgs.collegiatelink.net/organization/internationalbusinessassociation>, or email Megan Molling (molling.mega@uwlax.edu) or Nicole Gullekson (ngullekson@uwlax.edu).



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	Vacant
Interim Associate Dean	Dr. Ken Rhee
Dean.....	Dr. Laura Milner