



*Published by
Delta Sigma Pi
In cooperation
With the Dean's Office
& the Small Business
Development Center
Volume 35 No 1
Fall 2017*

UW-La Crosse Newsletter

Inside this issue:

Dean's Office 1

Departmental Updates

Accountancy 3
Economics 3
Finance 6
Information Systems 7
Management 9
Marketing 11
International Business 13
Small Business 13
Development Center 14

Student Organizations

American Marketing Assoc. 14
Beta Alpha Psi 15
Beta Gamma Sigma 15
Collegiate Entrepreneurs Organization (CEO) 15
Delta Sigma Pi 16
Financial Management Assn. 16
Healthcare & Lifesciences Student Assn. (HLSA) 16
Information Systems Assn. 16
International Business Assn. 16
Society for Human Resource Management 16
Investment Club 17
Student Advisory Council 17
CBA Administration 18



DEAN'S OFFICE
138 W. Carl Wimberly
Hall

Mid-Semester is October 23, 2017

- **Applications for admission to the Business Program are due on October 23, 2017.** All business majors who will be eligible, and who are planning to start advanced (300-400 level) business courses in winter or spring 2018, **MUST APPLY** for the program. Applications are now available *online*. Visit <https://www.uwlax.edu/cba/resources-for-students/#tm-online-forms-for-cba-students> to apply. Late applications may not be accepted. Applicants who are completing some of the admission requirements during winter session, here or elsewhere, must also apply by this deadline. Not sure about the requirements? Check the Course Catalog: <http://catalog.uwlax.edu/undergraduate/businessadministrationcba/#Admission>
- You can also check your Advisement Report.
- **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, October 23, 2017,* to facilitate the registration process and assignment of advisors. No changes will be done after that date until registration is over in early December.
- **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 December. Program change forms are available at the CBA Dean's Office.

Advisor/ Advisee Assignments

Faculty advisor assignment is noted in the WINGS student center. Students should check to confirm their assignment, particularly new transfer and reentry students, and those who've 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.

Online Forms

New to the CBA is online forms! Students can now complete their change of majors and minors, as well as their application to the business program *online*, and on their own time! Just be sure to submit before the mid-semester deadline, on October 23, 2017!

Check out the CBA Website for more information:

<https://www.uwlax.edu/cba/resources-for-students/#tm-online-forms-for-cba-students>

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.



The *CBA Curriculum Guide* outlines all degree requirements (General Education, Business Core) and can be picked up from the

Dean's Office in 138 Wimberly Hall. You can also access the guide here:

<https://www.uwlax.edu/globalassets/academic/s/colleges-schools/cba/docs/cba-curriculum-guide-2017.pdf>

Specific major and minor requirements can be found online in the course catalog:

<http://catalog.uwlax.edu/undergraduate/businessadministrationcba/#MajorsMinors>

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 2018

Registration for spring semester begins in mid-November. Instructions for registering 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.**

Registration Refreshers!

The Dean's Office will be hosting Registration Refreshers specific to College of Business Administration students.



During these sessions we will discuss the registration process, CBA program requirements, and additional resources. See below for dates times and locations. If you cannot attend any of the CBA Dean's Office's session, the Academic Advising Center will also be hosting general Registration Refreshers. Watch your email for those dates, times, and locations.

Date	Time	Location
November 6	2:30 – 3:30 p.m.	112 Wimberly
November 7	4:30 – 5:30 p.m.	105 Wimberly
November 8	3 – 4 p.m.	112 Wimberly

Like the Dean's Office on Facebook!



Do you want updates about registration, application, graduation, scholarships, and award deadlines? Then, like the CBA Dean's Office Facebook page!

<https://www.facebook.com/UWL/CBA>



December 2017, January and May 2018 Graduates- Credit Checks

Students planning to graduate must apply to graduate through the WINGS Student Center. Applying to graduate is found under the "other academics" drop down menu. Students must apply for graduation immediately after they register for their final semester at UW-La Crosse:

- December and winter intersession graduates must file by May 1
- May and summer graduates must file by December 1

An in-person credit check meeting with the Dean's Office 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 Nicole Vidden (nvidden@uwlax.edu)
3. **After you have registered for your last semester**, check your Advisement Report again to ensure you are meeting all requirements. The Dean's Office 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. Nicole or Amber 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.

Reminders

1. **Dropping a class?** The last day to drop a full-semester course is October 30th. 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 winter?** If you're thinking about completing a course somewhere other than UW-La Crosse, 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.**

See the CBA Website to view and complete the permission form:

<https://www.uwlax.edu/cba/resources-for-students/#tm-online-forms-for-cba-students>

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 to study abroad 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 "other academics" drop-down menu and click on Student Milestones. You can also view your Advisement Report (AR), transcript, course history, etc. from this drop-down menu.

Hoeschler Graduating Senior Award



Have you applied to graduate in December 2017? Consider applying for the Hoeschler Award!

The prestigious Hoeschler Award is given each year to an outstanding CBA graduate from the 2017 August and December classes, as well as the May 2018 class, are invited to apply. Applications may be obtained from the

Dean's Office, 138 Wimberly Hall. They are due by March 2nd. 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.

CBA Study Abroad Scholarships

If you are studying abroad in winter or spring 2018, consider applying for a CBA Study Abroad Scholarship. Dollar amounts are to be determined. Past scholarship recipients have received awards of approximately \$500.

Submit your application online at:

https://uwlacrosse.qualtrics.com/jfe/form/SV_9Kw8q7gaXbbtYLr

Please note that you will need to upload the following required attachments: Study Abroad Statement, Unofficial Transcript, and a Resume. Application deadline is **November 10th**.

DEPARTMENTAL UPDATES

ACCOUNTANCY DEPARTMENT

Banquet

The 35th Annual Spring Accountancy Banquet is scheduled for Wednesday, April 25, 2018 at 5:30pm in the new student union on campus. A Meet & Greet for accounting majors to visit with accounting firms and businesses will be held the same day from 3 to 5 PM. All accountancy majors (including freshman) are encouraged to attend. This is an excellent opportunity to network with firms, businesses, and UW-L alumni. The Department of Accountancy awards its scholarships at the banquet. If you did not receive an invitation by February 28th, come to the Department of Accountancy Office, 415 Wimberly Hall.

Faculty Changes

Dr. Mehmet Kocakulah started full-time for Fall 2017. He came to UWL after many years at the University of Southern Indiana. He has a B.S. from Ege University in Turkey, MBA from the University of Louisville in KY, and a PhD from Istanbul University in Turkey. He is

serving as a co-advisor for Beta Alpha Psi. Dr. Kocakulah and his wife enjoy spending time in northern Wisconsin during the summer.

Dr. Nirmalee Summers accepted a position at the University of Mississippi effective August 2017.

Congratulations to Dr. Vivek Pande being granted tenure summer 2017, and Dr. Sergey Komissarov summer 2016.

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 UW-L accountancy graduates in professional positions and current accountancy majors in internships is very strong.

Accountancy Major

The accountancy major is changing and will consist of nine required courses and one elective (30 total credits). The required courses are three Intermediate Accounting courses of three credits each: ACC 311, 312, 313 (replacing ACC 321, 322 which totaled 7 credits), plus 325, 327, 330, 418, 421, and 438. Students must have a 2.50 GPA in those 30 credits in addition to any other UWL requirements. Internship credit does not satisfy the elective requirement(s) for the major or minor.

Accountancy Minor

The accountancy minor is changing and consists of twelve credits: ACC 311, plus three additional 3-credit ACC courses numbered 300 or above.

Class Scheduling Information

Summer 2018

Online offerings:

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

Spring Semester 2018

All required accounting courses will be offered and one elective is planned.

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 in WINGS 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 have been expanded to include Sunday through Thursday.

150-Hour Curriculum and CPA Candidates

Passing the CPA examination is part of the process to become a licensed CPA. Wisconsin, Illinois, 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 process for the state they will be licensed and work in.

ECONOMICS DEPARTMENT

Mike Hauptert has coauthored a book with David Surdam (University of Northern Iowa) that will be published in the spring of 2018:

The Age of Ruth and Landis: Baseball During the Roaring Twenties, with David Surdam, Lincoln, NE: University of Nebraska Press, forthcoming 2018

Dr. Donna Anderson spent the month of July teaching economics at the Beijing Foreign Study University. Before that, in June, she participated in a two-week delegation of students and faculty from the UW System sponsored by the Confucius Institute at UW-Platteville. The group traveled to Beijing, then Wuhan, where they were hosted by the South Central University of the Nationalities.

Professor James Murray is looking for students interested in an independent study in Mathematical Economics. The course is designed especially for students interested in pursuing graduate school in economics, who would like to build up their math background before applying to or beginning graduate school. It is recommended that students have completed MTH 207: Calculus I before beginning Mathematical Economics.

Omicron Delta Epsilon (ODE) International Honors Society

Want to be internationally recognized as an honors student in economics? UW-L is home to its own chapter of Omicron Delta Epsilon (ODE) International Honors Society. You do not necessarily need to be an economics major or minor, but you must have completed at least 12 credits in economics and have demonstrated excellent academic performance. Membership benefits include recognition for your scholastic achievements in economics, eligibility for essay contests/awards, and a one-year subscription to *The American Economist*. People interested in joining should contact Professor James Murray, the club's faculty adviser.

SEARCH

SEARCH (Source for Economics and Related Careers Help) has been very active this year! We've talked research in progress over breakfast at our Econ for Breakfast events, we helped students prepare for Career Fair at Fall Career Fair Hacks, we distributed information about internships and jobs through our email list, and we're met up with an alumni to talk about graduate school over lunch. Want to join us for some of these great events? SEARCH is open to declared economics majors and minors. Just email Mary Hamman (mhamman@uwlax.edu) with Join SEARCH in the subject line. Not sure about majoring or minoring in economics? Contact Mary and ask to test drive a few of our events and talk to current majors and minors.

HAM

A new minor in Healthcare Analytics Management is now available to students of any major. The minor consists of 21 credits and combines many of our excellent existing courses in healthcare and analytics to build a set of skills healthcare industry employers are seeking. Juniors, it's not too late to declare. If you're interested in healthcare or in data analysis, you may have already taken some of the courses in the new minor. Our capstone course, MGT 402 will be offered for the first time Spring 2018. If you'd like to learn more about this new program, contact Mary Hamman (mhamman@uwlax.edu) and visit the webpage: www.uwlax.edu/healthcare-analytics-management.

Sports Economics Conference and Speaker Series

As part of ECO 320 – Sports Economics – the Economics Department and the Wisconsin Initiative for Economic Research will host the

third Annual Sports Economics Conference. The Conference will be held in April and will speakers who engage in the business of sports. Previous speakers include Oliver Luck – Executive Vice President of the NCAA and Craig Benzel – Vice President of Sales and Marketing for the Green Bay Packers.

A speaker series of sports players, managers, and owners will accompany the conference and ECO 320 throughout the semester. The conference and speaker series are open to anyone from campus who would like to attend.

Economics Experiments

The Wisconsin Initiative for Economic Research is sponsoring several economics experiments that will run in both the fall and spring semester. Participants are asked to meet in the computer lab in Wimberly Hall for between one and two hours. Participants can earn up to \$50 for participating in each study. The demand for economics research participants currently exceeds 100, so share with all your friends. If interested, please contact Dr. Ming Tsang, mtsang@uwlax.edu or Dr. Adam Hoffer, ahoffer@uwlax.edu.

Course Offerings Winter Intercession 2018

ECO 110 - Microeconomics & Public Policy (online)

ECO 120 - Global Macroeconomics (online)

Summer Session 2018

ECO 110 - Microeconomics & Public Policy (online)

ECO 120 - Global Macroeconomics (online)

ECO 230 Bus/Econ Research & Communication (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.

Department Publications

Anderson, D. M. (2017). Direct Effects of Visitor Spending at a Wildlife Festival Using Intent Scales: A Case Study. *Event Management*, 21(1), 101-108. (Submitted: May 20, 2015, Accepted: September 2015, Published: January (1st Quarter/Winter) 2017).

Anderson, D. M. (2016). High School Girls Sports and Booster Clubs. *Sport Management*

International Journal, 12(2), 61-75. (Submitted: May 26, 2016, Accepted: September 2016, Published: October (4th Quarter/Autumn) 2016). <http://choregia.org/index.php/issues-archive/34-volume-12-2-2016/144-choregia-12-2-61-75-2016>

Babakhani Teimouri, S., Ziets, J. (2017). Economic Costs of Alternative Monetary Policy Responses to Speculative Currency Attacks. *Journal of International Money and Finance*, 73(B), 419-434. (Submitted: August 17, 2016, Accepted: November 2016, Published: February 21, 2017). <http://www.sciencedirect.com/science/article/pii/S0261560617300360>

Babakhani Teimouri, S., Dutta, N. (2016). Investment and Bank Credit Recovery After Banking Crises. *Journal of Financial Stability*, 26, 306-327. (Accepted: July 2016, Published: July (3rd Quarter/Summer) 30, 2016).

Dutta, N., Cooray, A., Mallick, S. (2017). The Impact of International Openness on Labor Force Participation in Africa: Does Institutional Quality Matter? *Industrial Relations: A Journal of Economy and Society*, 56(2), 319-350. (Submitted: August 2014, Accepted: December 2015, Published: April (2nd Quarter/Spring) 2017).

Dutta, N., Mukherjee, D. Can Financial Development Enhance Information Transparency? To appear in *Economic Change and Restructuring*. (Submitted: May 2016, Accepted: March 2017).

Dutta, N., Sobel, R. S., Roy, S. (2016). Foreign Aid and Business Climate: An Empirical Analysis of SSA countries. *Journal of Entrepreneurship and Public Policy*, 5(3), 365-382. (Submitted: July 2015, Accepted: July 2016, Published: November 2016).

Dutta, N., Roy, S. (2016). State Fragility and Transparency. *International Journal of Development Issues*, 5(3), 202-223. (Submitted: January 2016, Accepted: June 2016, Published: September 2016).

Cooray, A., Dutta, N., Mallick, S. (2016). Does female human capital formation matter for the growth effect of remittances? Evidence from developing countries. *Oxford Development Studies*, 44(4), 458-478. (Submitted: January 2015, Accepted: January 2016, Published: September 2016).

Dutta, N., Williamson, C. (2016). Can Foreign Aid Free the Press? *Journal of Institutional Economics*, 12(3), 603-621. (Submitted: October 2014, Accepted: December 2015, Published: September 2016).

Cooray, A., Dutta, N., Mallick, S. (2016). The

Right to be Free: Is media freedom good news for women's rights? *Journal of Institutional Economics*, 13(2), 327-355. (Submitted: March 2016, Accepted: July 2016, Published: August 2016).

Dutta, N., Williamson, C. R. (2016). Aiding Economic Freedom: Exploring Interactions between Foreign Aid, Income, and Institutions. *European Journal of Political Economy*, 45, 24-38. (Submitted: January 2016, Accepted: July 2016, Published: August 2016).

Dutta, N., Kar, S., Saha, S. Human Capital and FDI: How does Corruption affect the Relationship? To appear in *Empirical Economics*. (Submitted: July 2016).

Babakhani Teimouri, S., Dutta, N. (2016). Investment and Bank Credit Recovery After Banking Crises. *Journal of Financial Stability*, 26, 306-327. (Accepted: July 2016, Published: July (3rd Quarter/Summer) 30, 2016).

Umashankar, V., Dutta, N., Rishi, M., Roy, S. (2016). Risk Factors for Domestic Violence: An Empirical Analysis for Indian States. *Journal of Developing Areas*, 50(3), 241-259. (Submitted: January 2015, Accepted: September 2015, Published: July (3rd Quarter/Summer) 2016).

Dutta, N., Mukherjee, D. (2016). Do Literacy and a Mature Democratic Regime Cure Corruption?. *Journal of Economic Development*, 41(2). (Submitted: March 2016, Accepted: April 2016, Published: June 2016).

Dutta, N., Sobel, R. S. (2016). Does Corruption Ever Help Entrepreneurship?. *Small Business Economics*, 47(1), 179-199. (Submitted: August 8, 2014, Accepted: January 2016, Published: June 2016).

Giddings, L. A., Hauptert, M. Earning Like a Woman: Salaries versus Marginal Revenue Products in the AAGBPL and MLB: 1947-52. in *No to appear in Journal of Sports Economics*. (Submitted: March 9, 2017).

Giddings, L. A., Hoffer, A. (2016). Exercising Willpower: Differences in Willpower Depletion among Athletes and Non-Athletes. *Contemporary Economic Policy*, 34(3), 463-474. (Submitted: May 13, 2015, Accepted: August 2015, Published: July (3rd Quarter/Summer) 1, 2016). <http://onlinelibrary.wiley.com/doi/10.1111/cep.12150/supinfo>

Berg, P., Hamman, M., Piszczek, M., Ruhm, C. J. The Relationship Between Establishment Training Efforts and Retention of Older Workers: Evidence from Germany. To appear in *International Labour Review*. (Accepted: September 2016).

Hauptert, M. J. (2017). Marvin Miller and the Birth of the MLBPA. *The Baseball Research Journal*, 46(1), 16-22. (Published: April (2nd Quarter/Spring) 2017).

Diebolt, C., Hauptert, M. J. (2016). Clío's Contributions to Economics and History. *Revue d'Economie Politique*, 126(5), 971-89. (Accepted: June 2016, Published: October (4th Quarter/Autumn) 2016).

Karadas, S., Hoffer, A. (2017). Teaching Corporate Finance using a Stock Trading Simulation: Student Expectations, Engagement, Performance, and Satisfaction. *Journal of Economics and Finance Education*. (Accepted: July 2016, Published: April (2nd Quarter/Spring) 2017).

Hoffer, A., Shughart, W. F., Gvillo, R., Thomas, M. (2017). Income-Expenditure Elasticities of Less Healthy Consumption Goods. *Journal of Entrepreneurship and Public Policy*. (Accepted: July 2016, Published: January (1st Quarter/Winter) 2017).

Hoffer, A., Lacombe, D. (2016). Excise Tax Setting in a Dynamic Space-Time Framework. *Public Finance Review*. (Accepted: July 2016, Published: December 2016).

Hoffer, A. (2016). Special Interest Spillover: The Political Economy of Tobacco Taxation. To appear in *Contemporary Economic Policy*. (Accepted: April 2015, Published: 2016).

Hoffer, A., Collins, K. (2016). Using Fantasy Football to Teach Economics. *Perspectives in Economics Education Research*. (Accepted: August 2016, Published: August 2016).

Giddings, L. A., Hoffer, A. (2016). Exercising Willpower: Differences in Willpower Depletion among Athletes and Non-Athletes. *Contemporary Economic Policy*, 34(3), 463-474. (Submitted: May 13, 2015, Accepted: August 2015, Published: July (3rd Quarter/Summer) 1, 2016). <http://onlinelibrary.wiley.com/doi/10.1111/cep.12150/supinfo>

Khandker, A. W., Khaled, S. A. (2017). Determination of Mark-up Rate under Zero Interest Financial System: A Microeconomic Approach. *Islamic Economic Studies*, 25(2), 15-34, 20. (Submitted: December 12, 2016, Accepted: 2017, Published: July (3rd Quarter/Summer) 2017). www.iesjournal.org

Komissarov, S., Murray, J. (2016). Factors that influence undergraduate information-seeking behavior and opportunities for student success. *Journal of Academic Librarianship*, 42(4), 423-429. (Submitted: February 4, 2016, Accepted: April 2016, Published: July (3rd Quarter/Summer) 1, 2016). <http://www.sciencedirect.com/science/article/>

pii/S0099133316300209

Nunley, J., Pugh, A., Romero, N., Seals, R. A. (2017). The Effects of Unemployment and Underemployment on Employment Opportunities: Results from a Correspondence Audit of the Labor Market for College Graduates. *Industrial and Labor Relations Review*, 70(3), 642-669. (Accepted: December 2015, Published: April (2nd Quarter/Spring) 2017). <http://journals.sagepub.com/doi/full/10.1177/019793916654686>

Nunley, J., Seals, A., Zietz, J. (2016). The Impact of Inflation on Property Crime. *Contemporary Economic Policy*, 34(3), 483-499. (Submitted: May 2015, Accepted: September 2015, Published: July (3rd Quarter/Summer) 2016). <http://onlinelibrary.wiley.com/doi/10.1111/cep.12156/abstract>

Pre-Business Core Requirements

ECO 230, ECO 110, ECO 120

Additional Undergraduate Electives

ECO 301 – Money and Banking

An introduction to money, monetary policy, and banking, and their roles in the modern market economy. Attention is devoted to the current institutional structure in the U.S. and differing views on the relationship between money and the level of economic activity. Prerequisite: ECO 110, ECO 120.

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 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 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 320 - Sports Economics

In the Spring, Dr. Hoffer will teach ECO 320 – Sports Economics. This class analyzes the business of sports from the perspective of players, fans, owners, leagues, and policy makers. Students will integrate market and data analysis to explore the effects of rule changes, fan sentiment, and labor agreements. This class fills quickly, so register early if you can.

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!

The Return of Dr. Tippins! We were very fortunate to 'rehire' Dr. Steve Tippins to teach Principles of Insurance and Risk Management (FIN 360), and Life Insurance (FIN 361). Dr. Tippins worked at UWL for about five years, then relocated to Costa Rica with his family. Dr. Tippins received his Ph.D. from Florida State University, has taught at Roosevelt and Howard Universities and publishes regularly in peer reviewed journals. Perhaps most important, he has been a very popular instructor in the Finance Department!

Temte Scholarships

These scholarships were established by Dr. Andrew and Mrs. Linda Temte. Andy Temte is the CEO of Kaplan-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 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 (approx. \$1,380).
- Schweser Study Notes and required readings (approx. \$1,099).

Applications are due October 27. For more information, please contact Dr. Wolf at rwolf@uwlax.edu.

Kaplan Investment Center

As the university redesigns Wittich Hall to serve as the new CBA building, we have been able to incorporate the Kaplan Investment Center. Dr. Temte provided a substantial donation on behalf of Kaplan to support the investment center several years ago. The repurposing of Wittich has provided a great opportunity to realize that this center will include the necessary technology and programming to provide students with realistic and engaging investment and analytical applications of their finance skillset. Wittich is scheduled for completion by Fall 2020.

Investment Club and Competition

The student investment club meets every other Wednesday at 7 p.m. Contact President Max Courtney at courtney.max@uwlax.edu for more information. The club has plans to help manage the Gordon Spellman fund and conduct its annual investment competition, with awards given to the best stock picks. The Investment Club and FMA club will hold a joint event on November 6, welcoming guest speaker Kevin Spellman.

Class Scheduling Information

Inter Intercession 2018

Principles of Financial Management (FIN 355) will be offered in-person from January 2 - 19. For more information about the course, contact Dr. Lim (yylim@uwlax.edu) or stop by the Finance Department.

Money and Capital Markets (FIN 390) will be offered online January 2-19. 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 Semester 2018 Electives

A variety of finance elective courses will be offered during the Spring 2018 Semester. From Group I of the Finance major, students may enroll in Advanced Financial Planning, Financial Modeling, Multinational Financial 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, though 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 on Multinational Financial Management.

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: 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. Wolf 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 Professors Brye (cbrye2@uwlax.edu) with questions about the course.

Summer 2018 Course Offerings

The Department of Finance plans to offer Principles of Financial Management (FIN 355), Investments (FIN 380), and Markets and Institutions (FIN 390) as well as possibly Personal Finance (FIN 207) and Corporate Finance (FIN 370). 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.

Dr. Kim's working paper, titled "Corporate Risk Taking in Dual-Class firms", with Bradford D. Jordan and Mark H. Liu at the University of Kentucky received the best paper award in corporate finance track at the 2017 SWFA annual meeting. He also serves on the CBA Graduate Committee.

Dr. Lim presented "The Dark Side of Shareholder Activism: Evidence from Employee Pension Plans" paper at the Asian Finance Association (AsFA) in Seoul, South Korea in July, 2017, at the Stanford Institute for Theoretical Economics (SITE) in Stanford, CA in August, 2017, and at the Northern Finance Association (NFA) in Halifax, Canada in September 2017. She also presented two papers, "Local Obesity and Corporate Policies" and "Local Altruism and Corporate Social Responsibility" at the Financial Management Association (FMA) in Boston, MA in October, 2017.

Dr. Stivers submitted a grant proposal titled "Media Coverage and Corporate Litigation" to the National Science Foundation in August 2017. He also serves as the advisor to the Investment Club.

Professor Tempski is very active in university service, she participates on numerous UWL committees. She is also very active in her

community, serving as 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 on the UW System Tax Sheltered Annuity Review Committee as well as Faculty Senate's Promotion, Tenure and Salary Committee and on the Joint Promotion Committee. He is hoping to serve as the advisor for an International Justice Mission student organization as several enthusiastic students are advancing this important cause.

Ms. Maureen Spencer, our department associate, is the UWL coordinator for Jeans Day Fridays. The funds raised through this activity go to support various local charities and aligns with UWL's strategic plan priority of increasing community engagement.

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 10 - 11:30 a.m. on Mondays, 3 - 4 p.m. on Tuesdays, 11 - 12:30 pm on Wednesdays and 2:30 - 3:30 p.m. on Thursdays. Administrative assistance can be obtained from our department associate, Ms. Maureen Spencer, whose office is in 404A Wimberly Hall.

INFORMATION SYSTEMS DEPARTMENT

Faculty Retirement

Dr. Kuang-Wei Wen retired from UWL after nearly 20 years of service in August 2017. The department would like to thank Dr. Wen for his service and recognize his efforts to both the CBA and University.

Welcome

Please welcome Dr. Chun-Lung (Nic) Huang. Nic received his Ph.D. in Management Information Systems from the University of Wisconsin – Milwaukee. He has taught

subjects, such as introduction to information systems, telecommunication, cyber security, e-Business, database, Visual Basic, and introduction to supply chain and operation management. His research interests include: human computer interaction, cyber security, and healthcare. Nic will be teaching IS-220, IS-340 and IS-360 for the IS Department.

Why Major in Information Systems?

Businesses worldwide depend heavily on advanced information systems (IS) for managing information and business operations competitively. Graduates of the IS program explore how to improve the processes that involve people and technology working together. With the rate technology is changing, your degree will quickly open up many opportunities to land a job you love. Graduates have a wide variety of career prospects with advancement opportunities. Your knowledge of how technology works to improve business processes will make you a desirable candidate for many employers.

For further information, feel free to stop by the IS department or visit the IS department website.

Why Minor in Information Systems?

Do you already have a major you love? Why not complement your major with an IS minor? Can you think of a future career that will not use information systems in some way? Then why not enhance your major with in-demand technology skills and knowledge. An IS minor is a great way for you to enhance your major with technology skills and knowledge that makes you much more valuable in your chosen major field. Applications are available on the IS department website.

Want Health Information Management Programs? The IS Department Has That!

With the rise in popularity and need for technological solutions in healthcare, the UWL IS Department is excited to be able to offer both a Major and Minor in Healthcare technology.

Why Major in Health Information Management and Technology?

We are proud to announce that UWL is now a degree granting institution for the collaborative online Health Information Management and Technology (HIMT) program. UWL students are now able to select HIMT as a major and graduate with a UWL degree. The online HIMT program continues to grow remarkably. As of the beginning of

this semester, the overall program had more than 200 students, surpassing enrollment targets. Articulation agreements have also been signed with area community colleges to facilitate the transferring of credits. We are ready to serve the needs of students and healthcare organizations in the important area of healthcare information management and technology.

Why Minor in Health Information Systems Management?

Do you want to work in the healthcare field? If you have an interest in the healthcare industry and would like to join the ongoing effort to improve healthcare through technology, then the Health Information Systems Management (HISM) minor is right for you. The HISM minor provides health information systems knowledge to manage medical practices or make decisions to improve the quality and efficiency of healthcare delivery. The HISM minor is a two-year program that can be fast-tracked to one year with careful planning. Applications are available on the IS department website.

Spring 2018 Course Offerings

Eight sections of IS 220 including one online section and three night sections will be offered in Spring 18. IS majors and minors can plan on having a variety of courses available. Dr. Yang will be offering one section of IS-300. Dr. Elhindi will be offering one section of IS-310. One section of IS-411 (W-designation) will be offered by Dr. Haried. Dr. Haried will also be offering one section of IS-420. Dr. Huang will be offering IS-360 as an elective course for IS majors and minors. Dr. Yang will be offering BUS-755 for the MBA program.

Research Grants

Dr. Yang received the 2017-2018 CBA Research Excellence Grant.

Faculty and Staff Kudos

David Annino attended the Faculty College at UW-Richland Center (May 30-Jun 2, 2017). The Faculty College provides an annual opportunity for UW System faculty and academic staff to unite in concentrated study and discussion aimed at improving teaching and learning.

Dr. Haried and Mr. Annino completed the Healthcare Information and Management Systems Society (HIMSS) course Introduction to Health Care Data Analytics.

Faculty Research Output

Referred Journals

Haried, P. and Claybaugh, C. (2017). Evaluating Information Systems Offshore Project Success: Can Success and Failure Coexist? *Journal of Global Information Technology Management*, 20(1), 8-27.

Haried, P., Claybaugh, C., and Dai, H. (2017). Evaluation of Health Information Systems Research in Information Systems Research: A Meta-Analysis, *Health Informatics Journal*, Accepted and Forthcoming.

Kim, S. H., Jang, S. I., and Yang, K. H. (2017). 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*, Apr., 303-325.

Referred Conference Proceedings & Presentations

Haried, P. and Huang, C. (2017). A Review of the Health Care Triple Aim in Information Systems Research, *Americas Conference on Information Systems*, Boston, MA.

Haried, P. (2017). Past, Present and Future of Healthcare Information Systems Research: A Content Analysis of the Research, *American Society of Business and Behavioral Sciences*, Las Vegas, NV.

Huang, C., Haried, P. and Srite, M. (2017). Thinking, Feeling, and Worrying: How Uncertainty and Anticipatory Anxiety Affect Technology Use, *Americas Conference on Information Systems*, Boston, MA.

Yang, K. (2017). Can Ethics Be Used as a Tool of Information Security Management? *The 34th Annual Pan-Pacific Conference*, Lima, Peru.

MANAGEMENT DEPARTMENT

New "Healthcare Analytics Management" Minor Offered



UW-L approved the creation of an interdisciplinary 21 cr. Health Analytics Management (HAM) minor (housed in Management) for both business and non-business students. Former department member, Dr. James Gillespie assembled an excellent Board of Advisors from the healthcare and life sciences industry. Dr. Mary Hamman in Economics will be the first director of the minor. She is hosting a Walk-In Advising session November 10th from 10am to 4pm in Wimberly 327. A separate Healthcare Analytics Management Minor Launch Event will be held on October 27th, from 1-3 pm at the Cleary Center-Great Hall. The Oct. 27th event is an opportunity to mix, mingle, ask questions, and get advice from senior leadership from several clinics, hospitals, and health-related businesses. Learn what is happening in the industry to drive the need for healthcare analytic skills.

Dr. Hamman also invited recent grads who are working in the industry (and took several of the courses that now comprise the new minor) to come back and share their experiences with you. Light appetizers will be served. To help us anticipate attendance, please visit this webpage and register in advance:

<https://www.uwlax.edu/healthcare-analytics-management/news-and-events/>

Several MGT courses serve the minor Dr. Uzay Damali will offer MGT 402 (Health Analytics), a required course in the minor in the Spring, 2018.

New "Pre-Core" Business Communications Class Offered

The College of Business added a "pre-core" Business Communications course for sophomore-level students, effective for those admitted under the Fall 2016 UW-L catalog. Four sections of the course will be offered Spring, 2018, and it will be taught by Mr. Scott Reber. (The course was originally numbered BUS 300 but has since been renumbered MGT 301.) Unlike most 300-

level MGT courses, you do not need to already be admitted to the CBA to take this course. So if you are a transfer student or came to UW-L with sufficient college credits to be a sophomore, please consider this opportunity.



Welcome (Back) New Faculty Members!

Uzay Damali, Ph.D., is teaching Operations Management, Management Science, and Healthcare Management-related courses. He earned his Ph.D. in Management (with an emphasis in Supply Chain and Operations Management) from Clemson University. He has taught at the University of Victoria in Canada, at University of Minnesota - Duluth, and was an Instructional Academic Staff member here at UW-L in 2012. In addition to several publications, he has eighteen academic conference presentations in Management and Healthcare.

Jeff Kessler, MBA, is teaching Healthcare Management (a MGT 400 topic) as an adjunct faculty member, fall semester. Jeff taught for the Department of Management previously. He holds an MBA from the University of Minnesota - Twin Cities with a concentration in Strategic Management; he is also a fellow of the American College of Healthcare Executives. As executive of Allergy Associates of La Crosse, he has served on several community boards, including the College of Business Board of Advisors.

Brad Dobbs, MBA., is teaching one section of Organizational Theory and Behavior (MGT 308) and will teach Operations Management and Leadership courses. An ABD doctoral student at UW-Whitewater, Brad also teaches numerous supervisory courses at Western Technical College. He has management related work experience at Fastenal in Winona, MN.

Gary Massey, Ph.D., is teaching an online section of Organizational Theory and Behavior (MGT 308). He recently retired as Dean for Adult Higher Education at Columbia College, Columbia and St. Louis, Missouri. Prior to working as an administrator in higher education, he worked as a United States Coast

Guard Human Resources Manager for a 22-state area. In addition to experience teaching Management courses online, he served as the Associate Dean for the Online Campus at Columbia College for six years. During that time, he hired, trained, and evaluated over 300 online instructors.

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

Congratulations

Christa Kiersch was promoted to Associate Professor. Congratulations on this outstanding accomplishment!

Danny Franklin, MBA, completed his Ph.D. in Management at the University of Arkansas! After completing his degree, he was re-hired, moving from an Instructional Academic Staff position into a Tenure-Track position in the department. Congratulations!



In May, 2017, **Gail Gillis** retired after eleven years at UW-L. Chancellor Gow has conferred Emeritus status. Also, **Henry Petersen** left UW-L, taking a position at California Baptist University. We wish them well in their future endeavors.

The following faculty were nominated to receive a (Provost's) Eagle Teaching Excellence Award in Spring, 2017: **Gail Gillis, Nicole Gullekson, Christa Kiersch, Justin Kraemer, Kelly Nowicki, Scott Reber, William Ross, Mark Shay, and Andrew Stapleton.**

Congratulations, Management Scholarship Winner!



Adam Zydzik is the winner of the 2016 Lora Greene Scholarship in Business Management. This award is designated exclusively for Management Majors with a 3.5 GPA or higher. Adam is a senior who did an Eagle Apprenticeship with **Dr. James**

Gillespie, participated in the Integrated Core with **Dr. Gullekson**, and is active in several student organizations.

Courses You'll Want to Take:

Course Offerings for Winter (J-Term):

Winter Intersession, 2018, we anticipate offering the following undergraduate courses:

- MGT 301 – Business Communication, offered by Scott Reber (Internet)
- MGT 393 – Production & Operations Management, offered by Drew Stapleton (on-campus)
- MGT 449 – Administrative Policy Determination, offered by Anup Nandialath (Internet)

Course Offerings for Spring

Spring, 2018, 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
- MGT 328 – Principles and History of Management Thought, offered by Yeonka Kim
- MGT 399 – Project Management, offered by Doug Pearson
- MGT 400 – Applied Entrepreneurship Projects, offered by Kelly Nowicki
- MGT 402 – Healthcare Analytics, offered by Uzay Damali
- MGT 412 – Leadership, offered by Brad Dobbs
- MGT 420 – Entrepreneurship, offered by Kelly Nowicki
- MGT 480 – Sustainability Capstone, offered by Kelly Nowicki (only open to students completing the Sustainable Business minor)
- MGT 486 – Human Resources: Current Topics & Issues, offered by William Ross
- MGT 493 – Green Operations, offered by Drew Stapleton

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

Course Offerings Summer 2018

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

- MGT 393 – Production & Operations Management, offered by Drew Stapleton (on-campus)
- MGT 400 – Global Consulting, Nicole Gullekson & Christa Kiersch (in Slovakia)

- MGT 449 – Administrative Policy Determination, offered by Ana Iglesias (Hybrid/Internet)
- MGT 738 – (MBA) Labor-Mgt. Relations, offered by William Ross (on-campus)

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

- MGT 301 – Business Communications, offered by Scott Reber (Internet)
- MGT 493 – Green Operations Mgt., offered by Drew Stapleton (in Berlin, Germany)
- MGT 449 – Administrative Policy Determination, offered by Anup Nandialath (Berlin)

In Summer Session III (July-August), we anticipate offering the following courses:

- MGT 393 – Production & Operations Management, offered by Doug Pearson (on-campus)



Summer Classes...in Slovakia!

It is not too early...start making your plans to study Management in Slovakia next summer! Join students from other universities, and the host institution, the Economics University of Bratislava, for the Global Consulting Program. 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. Want more information? Contact Dr. Christa Kiersch at ckiersch@uwlax.edu or Dr. Nicole Gullekson at ngullekson@uwlax.edu



...Or Berlin!

A group of faculty from UWL will be offering courses in Berlin during Summer Session II (June-July), including Drew Stapleton, who

will offer Green Operations Management (MGT 493). Anup Nandialath will offer the capstone business policy & strategy course (MGT 449). For details, contact Dr. Stapleton at astapleton@uwlax.edu

A Program in its PRME



The Department of Management is a signatory to the United Nations Principles of Responsible Management Education (PRME), which promotes the incorporation of social responsibility and ethics into the management curriculum. The Department of Management recently submitted a 2017 report documenting faculty and university efforts in this regard for the U.N. This report is found at:

<http://www.unprme.org/participants/view-participants.php?partid=399>

Double-Major in Management!

No matter what your career interests, adding a Management Major will be beneficial. Any UW-L major will help you get you an entry-level job. However, double-majoring in Management 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 regardless of your first major, bolster your career by also majoring in Management. Don't simply plan for a job...plan for a career!

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 (<http://www.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 or individually; your

involvement with those nonprofits may possibly lead to an internship (MGT 450 credit; restrictions apply). Your 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 resume' or graduate school application, and to increase your understanding of management concepts.

Research News

Congratulations, Grant Recipients!

The following Department members received grants:

Drew Stapleton, Anup Nandialath, and Mohan Totikonda (Indiana Univ.) received a CBA Research Excellence Grant for 2017-2018 entitled, "Are CEOs Compensated for Operational Excellence?"

Justin Kraemer, Yeonka Kim, and Ana Iglesias received a CBA Research Excellence Grant to investigate emotional regulation in teams.

Anup Nandialath received a CBA Research Grant addressing, the Problem of Endogeneity in Empirical Research.

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

Justin Kraemer, Henry Petersen, and Danny Franklin received a CBA Research Grant entitled, "The Token Effect: Relational Dissimilarity and Turnover in Marginally Diverse Boards of Directors."

Justin Kraemer, "Does Academic Pedigree Matter? On the Predictive Power of University Prestige"(Funded), College Grant, Amount Funded: \$7000. (July 1, 2016).

Publications During 2016 & 2017

Nandialath, Anup (2017). Macroeconomic Determinants of International Financial Reporting Standards (IFRS) Adoption: Evidence from the Middle East North Africa (MENA) region. *Accounting & Taxation. Vol 9* (No. 1), pp. 39-48.

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.

Gullekson, Nicole, & 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.

Pande, Vivek, Gillespie, James, & Stapleton, Drew. (2016), "Elderly Prisoners and Medicare," *Journal of Leadership, Accountability & Ethics* 13 (1), 11-29.

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

Stapleton, Drew, & Nandialath, Anup (in press). "Anti-counterfeiting & Pirated Goods Scrutiny on NVOCCs and OTIs: A Game Theory Model to determine the Costs of Compliance." *Journal of Transportation Law, Logistics, & Policy*, 83, no. 4.

David, P., Kim, J. H., Brickman, J. S., **Ran, Weina,** & Curtis, C. M. (2016). Mobile phone interference with life: Texting and social media interruption during studying. *New Media and Society*.

Leslie, L. M., Manchester, C. F., **Kim, Yeonka.** (2016). Gender and the work-family domain: A social role-based perspective. In T. D. Allen & L. T. Eby & (Eds.), *Oxford Handbook of Work and Family* (pp. 53-67). New York & Oxford, UK: Oxford University Press.

Conference Papers

Tucker, M. L., Pueschel, A., Hartman, K., **Gullekson, Nicole** (June, 2017), "Enriching Success via Grit and Growth Mindset: Exploring the currents created by personal perceptions of learning," Organizational Behavior Teaching Conference Annual Conference, Providence, RI

Iglesias, Ana (October, 2016). "Do Competitors Always Matter? An Examination of Divestment Decisions in the U.S. Insurance Industry." Midwest Academy of Management Conference, Fargo, ND.

Leslie, L. M., Bono, J. E., **Kim, Yeonka,** & Beaver, G. (August, 2016). "On Melting Pots and Salad Bowls: Meta-analysis on the consequences of different diversity ideologies." *Best Paper Proceedings of the 2016 Academy of Management Annual Meeting*, Anaheim, CA.

Dahm, P. C., **Kim, Yeonka,** & Glomb, T. M. (August, 2016). "Resolving identity threat: strategic social circles, substitutes, and the looking glass self." In Wilson, K. S., & Dahm, P. C. (Co-Chairs), Family Matters: The Influence of Close Others on Employee Identity, Attitudes, and Well-being. Symposium conducted at the annual meeting of the Academy of Management, Anaheim, CA.

Chung, K and **Kraemer, Justin** (August 8, 2016). "Moral Muteness of Faculty in

Management Education." Academy of Management, Anaheim, CA.

Kraemer, Justin (August 6, 2016). Academy of Management, Anaheim, CA, "X-Culture Interactive Session." Academy of Management, Anaheim, CA.

Dahm, P. C., **Kim, Yeonka,** & Glomb, T. M. (June, 2016). "Work-life trade-offs: Gender, emotions, and consequences." In Kossek, E. (Chair), Linking Work-Life, and Gender Perspectives on Career Experiences and Well-being. Symposium conducted at the Work Family Researchers Network, Washington, D.C.

MARKETING DEPARTMENT

Scholarships

Sometimes change is good. When I started as department chair in 2010, there were no scholarships specifically for Marketing Majors. There were CBA and university scholarships that Marketing students sometimes won, but none specifically for Marketing students. One of my goals, as department chair, was to change that. Today, with the help and support of many people across campus, there are 4 scholarships to be awarded to Marketing majors for 2018-19.

Department to Award First Full-Year Tuition Scholarship

Due to the generosity of Joe Laux, CEO at River States Truck and Trailer, and a 1989 Marketing and Management alum, the Laux Family Scholarship award has been increased to cover a full-year of tuition (\$9,214) and will be awarded to a Marketing student for 2018-2019. Joe gives back to the university in a number of ways and says, "I'm lucky enough to have a successful business. Part of that success is helping others be successful" (<http://news.uwlax.edu/the-foundation-for-my-successes/>).

Brokaw Honored by Alum with International Scholarship

Perry Lowe, UWL alum, and CEO/President of Six Month Smiles honors Dr. Stephen Brokaw by endowing a scholarship, in his name, to support Marketing majors traveling abroad. Lowe credits his international experience, while studying at UW-L, as being

a life-changing experience and encourages current students to consider study abroad opportunities. The Stephen Brokaw International Study Scholarship will be awarded for the first time in 2018-2019.

2017-2018 Marketing Scholarship Winners

The last two scholarships designated more specifically for Marketing students include the Karla & John Stanek Endowed Scholarship. Karla Stanek, former Director of Career Services and the Academic Advising Center, enjoyed helping UW-L students prepare for internships and jobs for over 30 years! While currently retired, she is still active in the community and serves on the UW-L Foundation Board. Stanek, a 1975 and 1980 alum, received the 2011 Academic Staff Excellence Award.

The Neala P. Frye Memorial Scholarship, created by friends, family, roommates, and classmates, is in honor of Neala Frye, a Marketing Student, in her Junior year at UW-L. Neala was outgoing, compassionate, and very active in AMA, serving on the AMA executive board.

Congratulations to the 2017-2018 Marketing Scholarship Award Winners!

Laux Family Scholarship - Reed Powell

Karla & John Stanek Endowed Scholarship – Kendal Miller

Neala P. Frye Memorial Scholarship – Gabrielle Kizewski

Students and faculty in the department of Marketing are deeply grateful to the wonderful people who continue to support students in their academic and career endeavors.

Students can begin applying for 2018-2019 scholarships on October 1st. Applications are **due** by February 1st. For more information, see:

<https://www.uwlax.edu/scholarships/uw-la-crosse-scholarships/scholarships-by-department/>





THE BIG EAGLE SALES COMPETITION
 The University of Wisconsin - La Crosse
UW-L Marketing Sales Competition Winners Prepare for “Great Northwoods Sales Warm Up”

On March 3, 2017, 18 student contestants, 4 student coaches, and 24 sales professionals participated in the UW-La Crosse Sales Competition. Competitors prepared a 20-minute sales presentation, which they used to sell a product to local business professionals acting as buyers. A panel of sales professionals from sponsoring companies evaluated students on all aspects of the sales process and then met with each student individually to provide feedback. A total of \$750 was awarded to our top four finishers:

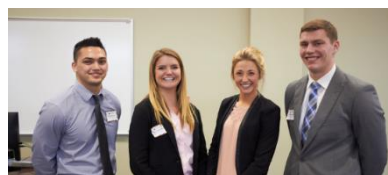
- Alyssa Dickmann – 1st place
- Anna Ostrowski – 2nd place
- Tyler Jenkins – 3rd place
- Michael Kurth – 4th place



L-R: Michael Kurth, Alyssa Dickmann, Anna Ostrowski, Tyler Jenkins

The top competitors, who are marketing majors and have not graduated, will have the opportunity to compete at a national event, The Great Northwoods Sales Warm-up, in October 2017. This year's students representing UW-La Crosse are:

- Alyssa Dickman
- Anna Ostrowski
- Ian Gaertner
- Josh Joski (alternate)
- Michael Kurth (alternate)



L-R: Ian Gaertner, Alyssa Dickmann, Anna Ostrowski, Josh Joski, not pictured: Michael Kurth

Watch for information in this year's UW-La Crosse competition, renamed The Big Eagle

Sales Competition, which will be held on March 23, 2018.

Marketing Faculty Travel & Learn Internationally

Bratislava, Slovakia - Dr. Maggie McDermott and Dr. Nese Nasif led a group of 12 CBA students to Bratislava, Slovakia for a 21-day intensive international business consulting program. The CBA students were assigned to small, multidisciplinary consulting teams with 15 undergraduate and graduate students from Ekonomická Univerzita v Bratislave (EUBA) in order to provide strategic plans for a real international business issue. The company clients included the Bratislava headquarters of Dell, Johnson Controls, and the U.S. Embassy, among others. In addition to applying marketing, management, economics, finance, and other conceptual skills to real business challenges, all 27 students in the program took part in several team building and cultural immersion activities.



London, England - Dr. Beth Crosby, took 7 students to London this past summer. She taught two upper level Marketing classes, MKT 440 and MKT 445, which help to meet International Business major requirements, while there. Students studied various markets by visiting them and comparing them to markets in the United States, such as Borough Market, Camden Market, and Covent Garden's Market. They also had the opportunity to see several cultural landmarks including Spitalfields, Museum of London, Tower of London, Kensington Palace, Banqueting House, Harrods, Fortnum and Mason, and Speaker's Corner in Hyde Park.

Dr. Crosby plans to offer these classes in London, again, in Summer 2018, and encourages all International Business, Marketing and CBA students to consider adding this wonderful, enriching experience to their college experience.



SOCIAL MEDIA

Dr. Ken Graham piloted a new Social Media class in Summer 2017. You may be familiar with social media, but do you know how to use it effectively as a strategic marketing tool? Employers are looking for interns and recent grads who know how to design, execute, and manage successful social media marketing campaigns.



The course, **MKT 400 Social Media Marketing & Analytics** will be offered again in Summer 2018. Get the skills you need to be highly competitive on the job market. This applied course teaches you how analyze key social media performance metrics, create platform specific content strategies, and to design and manage effective social media campaigns.

MARKETING ADVISING SESSIONS: OCTOBER 25

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 25th in Wimberly Hall 326. These sessions provide guidance and advice specific to students at particular stages in their academic career.

4:00-4:30 p.m. Marketing majors currently enrolled in ACC 221

- 4:45-5:15 p.m. Marketing majors currently enrolled in ACC 222 and MKT 309
-
- 5:30-6:00 p.m. All Freshmen Marketing majors
-
- 6:00-7:00 p.m. Open Advising Time in Wimberly Hall 323 & 316

Please mark your calendar! You will have the opportunity to talk with a marketing advisor to address individual questions afterward.

WINGS ELECTRONIC WAIT LIST

The Marketing Department uses the **Wings electronic wait list** for Winter and Spring Registration. If a class is closed, put your name on the electronic wait list. If registering for an alternate class at the same time, be sure to use the "SWAP" feature correctly. Registration tutorials are provided at <http://www.uwlax.edu/uploadedFiles/Offices-Services/WINGS/Wait%20List%20in%20WINGS.pdf>.



If your need for a closed class warrants special attention set up a face-to-face meeting with your academic advisor. Override requests coming directly from students will not be accepted. The wait list tells us how many students want or need a class and we do our best to provide seats and sections needed – you won't need to complete an override or run around asking instructors. This simplifies the process and is fair for all.

MARKETING HIGHLIGHTS: QUICK FACTS

Number of Marketing Majors: 481, largest major in CBA

Number of Faculty: 9 full-time and 2 part-time

Percent with a Double-Major: 14% of Marketing majors
Most Popular Double-Majors: Finance and Management

Percent with a Minor: 31% of Marketing majors
Most Popular Minors: Art, Communication Studies, Economics, Spanish & Sustainable Business

Percent Male/Female: 53% male, 47% female
Percent First Generation: 26.2%
International & Students of Color: 7.2%

AMA Collegiate Chapter: Top 25

INTERNATIONAL BUSINESS DEPARTMENT

International Chapter based on Academic Report and is ranked 11th in active member size

International Business major and minor has undergone a few changes to make it easier to complete in a timely manner. The requirements are below, please email Dr. Beth Crosby (ecrosby@uwlax.edu) if you have any questions.

IB MINOR

18 credit hours + *either* a 3 week or more international experience abroad or foreign language through the 102 level.
Required courses include: MGT 360, MKT 341, ECO 340, FIN 440 + 2 IB electives from a selection of courses (see catalog; classes while studying abroad may also count if IB-related)

IB MAJOR

Coursework remains the same and can be found here, but 6 credit of double dipping are allowed with a second major and you do NOT have to complete the concentration if you choose to double major instead.

<http://catalog.uwlax.edu/undergraduate/internationalbusiness/internationalbusinessmajor/>

For the Spring 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 (writing emphasis)
ECO 340: International Economics
ECO 375: International Development
MGT 408: The Global Responsibility of Business
IB 450: International Internship
IB 499: Independent Study
Summer electives include MGT 400a and MGT 400b - Global Consulting and Research in Slovakia; MKT 400 (Comparative Marketing Systems) and MKT 445 (International Marketing Strategies) in London

The Fall International Business Workshop, which includes a discussion about career options in international business and additional time for academic advising, will be held the beginning of November. Pizza and refreshments will be provided. Come to learn more about what you can do in the field of IB!

CBA students continue to be globetrotters. Last spring and summer students ventured off to Ireland, New Zealand, South Korea, Germany, Hungary, Malta, Denmark, Spain, Australia, Italy, Costa Rica, Slovakia, Cuba, and the United Kingdom.

For the 8th year, students have the opportunity this upcoming summer 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. The program will be led by Drs. Nicole Gullekson and Christa Kiersch, both who have consulting and international experience to share with the students. If you are interested in learning more about the program for future summers, you should contact Nicole Gullekson (ngullekson@uwlax.edu).

CBA students have the opportunity to study international marketing in the London this summer. Home to 70% of the top 500 global companies, London has unparalleled links with international businesses. Students will take MKT 440: Comparative Marketing Systems and MKT 445: International

Marketing Strategies. Both of these classes count as electives for the IB major and minor. During the program, students will explore differences and similarities between the U.K. and U.S. markets. Students will have the opportunity to apply their knowledge in a real world, global context. The International Marketing program takes place in the heart of London and students will have the opportunity to visit companies we discuss in class. If students are interested in learning more about the program, please contact Beth Crosby (ecrosby@uwlax.edu).

CBA Capstone in Germany Summer 2018! June 16-July 14. Study abroad in Berlin and take Green Operations & Administrative Policy Determination. Dr. Stapleton is teaching this highly successful CBA Capstone combination summer 2018 at the world-renowned Humboldt University, home to over 60 Nobel Prize laureates. Get to know your German roots! Visit The Port of Hamburg, Germany's largest port known as Germany's "Gateway to the World." Fly to Munich and take a 45-minute train ride to Audi Forum Ingolstadt, the world famous Audi Museum and Factory to see state-of-the-art robotics and green operations! All site visits are included. This is a great time to study global business in Germany, as its four-decade long Green Operations initiatives meet a new strategic environment due to opportunities and challenges posed by Brexit and the advancement of AI and robotics. Additional site visits are planned at world-class consulting and engineering design firms. For more information on this exciting study abroad program see Dr. Stapleton in the Department of Management. ANY CBA student graduating in 2018 is eligible! See you in Berlin!

Any student interested in International Business, or any IB student in need of academic or study abroad advising should contact interim IB Director Beth Crosby to schedule a meeting.

SMALL BUSINESS DEVELOPMENT CENTER



Wisconsin Small Business Development Center At UW-La Crosse Supports Campus Entrepreneurship Opportunities I-Innovate

Date: November 6, 2017. 4:00 pm
Location: UWL Student Union Theatre.

Earn a scholarship - up to \$500!

It's FREE to participate, you just need to register to compete. This business idea competition is open to all currently enrolled undergraduate and graduate students taking at least 6 credits. You can participate by yourself or as a team. Three Competition Categories: Science, Technology and Open/Traditional. Plus recognition for the Best Idea of All!

To learn more: Stop by one of the Idea Generation workshops to learn how to develop and pitch an idea. The workshops will take place on the UWL campus in Wimberly Hall, Room 124 on November 1 (3:30-5:00 p.m.) and November 2 (9-10:30 a.m.). Attendance at a workshop is not required to compete but you do need to register by November 2, 2017 so the competition schedule can be determined and communicated to participants. Come and present your idea at the UWL I-Innovate for a chance to win a scholarship!

To register to compete: Visit Eventbrite.com and search for I Innovate. Registration is FREE and begins October 6. Registration will close on November 2 at 10 p.m. The date of the competition is November 6th, starting at 4:00 p.m. The length of the competition will depend on the number of entries. Additional details on the competition, including the judging criteria, are available at the Eventbrite registration page.

Questions: Please email the UWL SBDC at sbdc@uwlax.edu or call 608-785-8782.

UWL Innovation Lab – Certificate in Entrepreneurship

Do you have a business idea? Want to test that idea? Fine tune the idea to prepare to launch it? Develop a Business Plan? Launch your business? Register to participate in the UWL Innovation Lab.

You can participate in this FREE two-part series (one part in the Fall 2017 and the other part in Spring 2018). You can participate by yourself or as a team. The Fall program will help you test and refine your idea. The Spring program will help you develop a business plan to launch your business. Participants will have the opportunity to compete in the UWL Eagle Eye Business Plan Competition as well as other competitions that provide financial and other support to help you launch your business. The UWL Innovation Lab is a great way to prepare to participate in the Wisconsin Big Idea Tournament (see below).

Fall 2017 Program - Register to participate in the Fall 2017 Business Model Canvas Lab. There is NO COST to participate. There will be three scheduled UWL Innovation Labs on Sundays from 5-7:30 p.m. In addition, there

will be lab opportunities to work with mentors and business consultants to strengthen your business idea. Participants should plan to attend the Sunday sessions and at least two other one-on-one sessions to position your idea for a successful launch. The three Sunday sessions will be held: November 12, December 3 and January 28.

Completion of the Fall Business Model Canvas program and the Spring 2018 Business Plan Innovation Lab will result in the award of the UWL Innovation Lab's Entrepreneurship Certificate.

Please contact the SBDC office at sbdc@uwlax.edu or 608-785-8782 if you are interested in participating in the UWL Innovation Lab.

Wisconsin Big Idea Tournament

Have you ever thought to yourself that you had an idea that could help others and wanted it to potentially turn into a business? For the fourth year, UW-La Crosse students will have an opportunity to compete for local, state and national prizes in the Wisconsin Big Idea Tournament. This tournament challenges students to explore, test and adapt an idea using lean start up business development tools. The top state winner will win a trophy, an all expense traveled trip to present in front of elite venture capitalist for a \$25,000 grant at the international business model competition, and be accepted into the IdeAdvance cohort competition to compete for \$25,000 and \$50,000 grants. So, bring your ideas because this isn't a Business Plan completion, but rather a way for eligible UW system college students to explore their gifted entrepreneurial minds and get the idea juices flowing. The UW-La Crosse competition will be held in March 2018. The state finals in Madison will be in April 2018. For more information, go to wisconsinbigideatournament.org or contact the UW-L SBDC at sbdc@uwlax.edu.

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.

UWL's AMA Chapter was the 11th largest chapter in the member size and also a Top 25 International



nation in active

Chapter based on its annual report in 2017. With over 125 students at the first recruitment meeting, AMA strives to continue being the largest business organization on campus. AMA entered into the new school year with plenty of exciting opportunities to encourage students to get interested in the organization and to get members involved; from promoting the organization around campus and giving out free prizes and information during marketing week, to an AMA alumni panel at the recruitment meeting. In September, AMA held an ice cream social and hosted The Green Bay Packer's Director of Brand Marketing who spoke to the organization about her career and current position with the Packers.

Upcoming, in October, meetings will focus on professional dress and interviewing to prepare for the upcoming career fair; preparing for the UW-Whitewater Regional Conference, which many members attend; enjoying a boat cruise down the Mississippi; and participate in a virtual social media conference.

The AMA executive board is committed to planning meaningful meetings, socials,



and professional events for the members. At AMA's weekly meetings we focus on professional development topics and bring in valuable speakers to share their experiences in the marketing field. This fall semester, speaker topics include resumes, LinkedIn, graphic design, internships, and more. In October, AMA will be traveling to the UW-Whitewater Regional Conference to participate in marketing related competitions, attend workshops and a career fair, and listen to keynote speakers from Summerfest, Milwaukee Bucks, GMR Marketing, and Tito's Handmade Vodka. Besides giving students opportunities in AMA, outside marketing projects, such as working with the UWL Wrestling Team, are also provided. Last year we received honorable mention for our semester-long case competition project. This year, Gordon Patterson is leading a team of 25 AMA members to develop a comprehensive solution for the case sponsor, Mary Kay, 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 1309. Contact Anna Ostrowski (ostrowsk.anna@uwlax.edu), President of AMA, for more information on how to join!

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.

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 Centennial Hall (rooms listed on our website) 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 our website at <https://uwlmyorgs.collegiatelink.net/organization/betaalphapsi> or contact Michael Berens at berens.michael@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.

Thirty-two new students and faculty members were inducted this past Spring with a formal ceremony that included Dr. Nese Nasif, Assistant Professor of Marketing, as the guest speaker. Dr. Stephen Brokaw, Professor of Marketing, received the Faculty Award, while Mr. Robert Allen, Senior VP/Investments & Branch Manager of Stifel received the Distinguished Community Member Award. Mr. Jeff Kessler, President of Allergychoices, Inc., was also recognized for his contributions to the CBA. Please contact Anna Sausen (sausen.anna@uwlax.edu) or Rachel Ajack if you need more information.

COLLEGIATE ENTREPRENEURS' ORGANIZATION

The **Collegiate Entrepreneurs' OrganizationSM (CEO)** mission is to inform, support and inspire college students of all majors 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 along with other business skills.

CEO usually meets every Wednesday at 6 pm in Centennial Hall, room 2311. The club hosts top local entrepreneurs who come to meetings to share their stories and information along with hosting various workshops to help develop member's business skills! We also host a variety of business related events throughout the year including a business competition and business expo. Join CEO MyOrgs page to stay up to date with meetings and events:

<https://uwlmyorgs.collegiatelink.net/organization/CEO>. For more information, contact the CEO President, Steven Switalla, at switalla.steven@uwlax.edu!



COLLEGIATE ENTREPRENEURS' ORGANIZATIONSM

DELTA SIGMA PI



Delta Sigma Pi (DSP) is a co-ed professional business fraternity organized to foster the study of business in universities, and to encourage scholarship, social activity 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 in the collegiate field, having more than 290 collegiate chapters and over 265,000 members nationwide. The Eta Rho chapter here at UWL is one of the larger collegiate chapters in the nation, with 77 active members.

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 Relay for Life; fundraising efforts such as calendar raffles and Family Fest; and professional activities such as company tours, Prep for Success, and professional speakers. This past August, our chapter had the opportunity to send four delegates to New Orleans for the national Fraternity's bi-annual Grand Chapter Congress.

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 is an organization which 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, Accounting and Economics.

If you have questions please contact Sean Anderson, anderson.sean2@uwlax.edu



The Healthcare and Lifesciences Student Association (HLSA) is a student lead organization open to all majors that aims to help students learn more about the various components of healthcare and the unique opportunities available within the healthcare industry. Students are presented opportunities to network with alumni and professionals in various fields. HLSA also strives to promote and increase awareness of the new healthcare analytics management minor designed to prepare students planning careers in any area of the healthcare industry. Students will be able to learn about the many benefits of this minor, such as acquiring skills to guide professional decision-making and identifying innovative uses of data to solve healthcare management problems. Contact HLSA president Adam Zyzdik at zydzik.adam@uwlax.edu or HLSA student adviser Mary Hamman at mhamman@uwlax.edu with questions or for more information!

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, Marcus Brion (brion.marcus@uwlax.edu) with any questions.

INTERNATIONAL BUSINESS ASSOCIATION

The International Business Association is an organization aimed at those interested in international business, becoming more familiar with differing cultures, and international issues surrounding business. We bring in a variety of speakers within the IB field to provide networking, internship and job opportunities to our members. IBA is open to any major interested in international affairs and issues. Our meetings this semester will include a variety of speakers from the IB field, professional development opportunities, as well as study abroad information. Our meetings are every other Wednesday at 8pm. If you would like more information or would like to join, visit our MyOrgs page or contact IBA President Tiarra Gansmoe at gansmoe.tiarra@uwlax.edu in hopes that students become more aware of the vast opportunities in the IB field.



SOCIETY FOR HUMAN RESOURCE MANAGEMENT



The Society for Human Resource Management (SHRM) is the world's largest association devoted to human resource management. UWL SHRM focuses on career development by hosting professional speakers, resume workshops, and LinkedIn night. UWL SHRM hosts meetings biweekly, and volunteer opportunities and social events throughout the school year. This November, UWL SHRM will be attending the SHRM Conference in the Twin Cities.

UWL SHRM is helpful for any major and all UWL students. 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 for the College of Business Administration (SAC) 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 Carl 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, please contact Kyle Moen at moen.kyle@uwlax.edu

INVESTMENT CLUB

The Investment Club is a student organization in the CBA focusing on learning practical investing skills and techniques, allowing students to start their own investment portfolios. Investment Club members utilize a hands-on learning experience to practice basic investment principles through a portfolio management competition and by managing the Student-managed Spellman Fund. The club's primary focus is to educate members with regards to investing, but the club also presents many networking and career-building opportunities with the close relationship with local firms in the financial field. The Investment Club encourages any students interested in learning about investing, for either retirement or as a potential career, to join the club, especially if they are Finance, Economics, Marketing, or Accounting majors.



CBA ADMINISTRATION

Accountancy.....	Dr. William Maas
Economics	Dr. TJ Brooks
Finance	Dr. Robert Wolf
Information Systems.....	Dr. Peter Haried
Management	Dr. William Ross
Marketing	Dr. Gwen Achenreiner
Small Business Development Center	Anne Hlavacka, Director
Academic Services Director.....	Nicole Vidden
Associate Dean	Dr. Kenneth Rhee
Dean	Dr. Laura Milner