



UW-La Crosse Newsletter

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DEAN'S OFFICE
138 W. Carl Wimberly
Hall

Mid-Semester is October 22, 2018

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- **Applications for admission to the business program are due.** All business majors who will be eligible, and who are planning to start advanced (300-400 level) business courses in winter or spring 2019, 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>
- **All major and minor changes are due.** Changes to students' majors and minors can be submitted online through the change of major/minor form on the CBA website. Changes will be accepted up until mid-semester to facilitate the registration process and assignment of advisors. No changes will be done after that date until registration is over.

- **Students planning to change to another college or school** (College of Science and Health, College of Liberal Studies, School of Arts and Communication, or School of Education) must file a "change of program" form with the new college/school. All the colleges now have online forms, see <https://www.uwlax.edu/academic-advising-center/change-of-program/>. These are also due by mid-semester and will not be processed after that date until registration is complete in early December.

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

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 22nd, 2018!

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/cba/resources-for-students/#tm-curriculum-guides>

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.



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/UWLCBA>

Registration for next semester

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; the student is responsible for making an appointment with their advisor. 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	4:25-5:35 PM	104 Wimberly
November 8	4:20-5:45 PM	230 Wimberly



December 2018, January and May 2019 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) or Katelynn Bozich (Bozich.katelyn@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 Katelynn 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 29th**. 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 2018 or May 2019? Consider applying for the Hoeschler Award!

The prestigious Hoeschler Award is given each year to an outstanding CBA graduate from the academic year classes. Applications may be filled out and submitted on the UWL scholarship database (<https://uwlax.academicworks.com/>). They are due by February 1st, 2019. 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. If you have questions, stop by the CBA Dean's office.

DEPARTMENTAL UPDATES

ACCOUNTANCY DEPARTMENT

Spectacular Students

Ben Degroot is the Vice President of Fundraising for the Iota Upsilon chapter of Beta Alpha Psi (BAP) at UWLAX. He attended BAP fraternity's annual conference in Washington DC this past August and wrote about his experience. "At the conference, I competed in the Project Run With It event. I was paired up with members of the fraternity from Omaha, Miami, and Melbourne, Australia. We collaborated on a case study to provide the Lupus Foundation of America with ideas on how to sort and read their data. We then presented our pitch to a panel of

judges, less than 48 hours after meeting each other and working on the project. It was a great experience to work with members from all over the world on a difficult project in such a short amount of time."

New Faculty

There have been three new hires in the Accountancy Department: Jason Call, Justin Kilchenmann, and Noel Wilbur.

Jason Call earned a degree in Political Science from the UW-Madison. He immediately received a commission in the U.S. Navy, married his college sweetheart, Cindy Lou Gregg, and joined his first warship in Pearl Harbor in 1989. Jason served on two frigates in the Pacific Fleet and then taught Anti-Submarine Warfare for shore duty. In 1995, he was selected to serve in the American contingent of the United Nations MINURSO mission in the Western Sahara. For his service, Jason was decorated by the Secretary of Defense. After serving in the navy for over six years, he separated from the service at the rank of Lieutenant in 1996. Jason taught middle and high school while earning a Doctor of Religious Education degree. In 1999, he began teaching Theology and serving in several local churches. In 2006, Jason became a Certified Public Accountant in Virginia and worked for various businesses and non-profit organizations for over a decade. Jason earned a Master of Science degree in Accounting from Old Dominion in 2009 and immediately began teaching accounting at local colleges and universities. He was offered the position of Accounting Chair at ECPI University Virginia and taught there for four years. He became a Certified Internal Auditor in 2014. In 2016, Jason was asked to teach a summer course in Central China. He ended up teaching in several Chinese universities until offered the opportunity to join the faculty at UW-La Crosse.

Justin Kilchenmann joined the Department in Fall 2018. He came to UWL after 14 years as an auditor for the Federal Government. He holds an MBA from Kent State University, an MA with a major in Economics from the University of Oklahoma, and a Master of Accountancy from Emporia State University. In addition, he is a Certified Public Accountant, a Certified Internal Auditor, a Certified Management Accountant, and a Certified Financial Manager. He is teaching Accounting Principles I and II.

Noel Wilbur is the new associate lecturer here at UWLAX. He is from Northeast Iowa, and is a Certified Public Accountant in the state of Iowa. Noel received his bachelor's degree from Arizona State University in Accountancy and has spent over 15 years in

the accounting industry; the last two years in teaching. In his spare time, Noel enjoys golfing and biking.

Placement

BUS 350, Career Preparation, will be offered in the spring. Accountancy majors are strongly encouraged to take the course as a junior.

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

Accountancy Major

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

Class Scheduling Information

Winter 2019

Online offerings:

ACC 221 – Accounting Principles I
ACC 222 – Accounting Principles II

Spring Semester 2019

All required accounting courses will be offered.

Advising and Registration

All accountancy majors are required to meet with their advisors before registering online to remove their advising hold. Carefully review your Advisement Report 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

Mathematical Economics Class

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.

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 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.

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.

New Faculty

With three faculty leaving, we will be welcoming several new members to the department. Fidia Farah joined the Economics department from Kansas State University. Dr. Farah's research fields include Macroeconomics, Monetary Economics, Labor Economics, and Applied Time Series Econometrics. She has taught both Intermediate Macroeconomics and Money & Banking and will teach ECO 305: Intermediate Macroeconomics in the spring semester.

The department also welcomes three new instructors. Yongmin (Max) Zang. Dr. Zhang earned his Ph.D. in Economics from University of Miami in 2012 where his dissertation was titled "Maternal Depression and Child Development: Evidence from Children in Fragile Families." Jacob Michels earned his Master of Science in Applied Statistics from Minnesota State University, Mankato and he will be teaching principles courses for us this academic year. SaraJane Parsons is ABD from the Michigan State University where she was study the question of the availability of children's health insurance and its effect on family structure decisions. Please welcome them to campus if you get a chance.

Department Publications

Babakhani Teimouri, S. (2018). Growth and Employment Effects of Surges in Net Capital Inflows. To appear in Journal of International Money and Finance, 88, 158-170. (Accepted: July 2018, Published: August 9, 2018). <https://www.sciencedirect.com/science/article/pii/S0261560618303528>

Brooks, T. J., Humphreys, B. R., Nowak, A. (2018). Strip Clubs, "Secondary Effects," and Residential Property Prices. Real Estate Economics. (Submitted: September 2016, Accepted: January 2018, Published: February 8, 2018).

Dutta, N., Mallick, S. (2018). Enabling Women Entrepreneurs: Exploring factors that mitigate the negative impacts of fertility rates on female entrepreneurship. Kyklos, 71(3), 402-432. (Submitted: April 2017, Accepted: December 2017, Published: August 2018).

Dutta, N., Giddings, L. A., Roy, S. Can Greater Attention to Women's Rights be a Cure for Income Inequality?. To appear in Contemporary Economic Policy. (Submitted: May 2017, Accepted: April 2018).

Dutta, N., Sobel, R. S. Entrepreneurship and human capital: The role of financial development. To appear in International

Review of Economics and Finance. (Submitted: May 2017, Accepted: March 2018).

Hauptert, M. J., Surdam, D. (2018). The Age of Ruth and Landis: Baseball During the Roaring Twenties. Lincoln, NE: University of Nebraska Press. (Published: April (2nd Quarter/Spring) 2018).

Hoffer, A. Preference Policy Costs of Distributive Politics. To appear in Journal of Public Finance and Public Choice. (Submitted: January 2018, Accepted: June 2018).

Hoffer, A., Humphreys, B., Ruseki, J. State Cigarette Taxes and Health Expenditures: Evidence from Dynamic Spatial Lag Panel Models. To appear in Papers in Regional Science. (Submitted: January 2016, Accepted: June 2018).

Murray, J., Nunley, J. (2018). Econocast.net: Podcasts to Supplement the Undergraduate Economics Curriculum. Journal of Economic Education, 49(2), 222. (Submitted: February 28, 2017, Accepted: December 2017, Published: April (2nd Quarter/Spring) 2018). <https://www.tandfonline.com/doi/pdf/10.1080/00220485.2018.1438944>

Murray, J., Nunley, J. (2018). Econocast.net: Podcasts to Supplement the Undergraduate Economics Curriculum. Journal of Economic Education, 49(2), 222. (Submitted: February 28, 2017, Accepted: December 2017, Published: April (2nd Quarter/Spring) 2018). <https://www.tandfonline.com/doi/pdf/10.1080/00220485.2018.1438944>

Course Offerings

Winter Intercession 2019 ECO 110 - Microeconomics & Public Policy (online), ECO 120 - Global Macroeconomics (online)

Summer Session 2019 ECO 110 - Microeconomics & Public Policy (online), ECO 120 - Global Macroeconomics (online), ECO 230 Bus/Econ Research & Communication (online), and possible ECO 320 The Economics of Sports (online).

Spring 2019 Class Offerings

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. Intro to Econometrics, Forecasting and Time Series

An introduction to regression analysis and its application to economic and business research. Topics include using secondary data sources, simple and multiple regression, forecasting, time series analysis, and interpretation and communication of results. The course develops various empirical techniques and culminates with a final research report. Prerequisite: STAT 145 or STAT 245; ENG 110 or ENG 112.

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 376 - Economics of Art and Entertainment

The overall goal of this course is to enable participants to make or evaluate selected decisions and policy issues pertaining to the arts and to better understand the unique status

the arts hold in the American economy.

Prerequisite: sophomore standing. (Cross-listed with ECO/THA; may only earn credit in one department.)

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

Applications will be due by the end of October, watch your email for more information.

Investment Club and Competition

The student investment club meets every other Monday at 7 p.m. Contact President Alexander Breunig at breunig.alexand@uwlaw.edu for more information. The meetings will be interactive lectures, giving students the opportunity to learn about various topics in investing and beginning/managing their person investments and finances. 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. Dr. Stivers is the advisor for the Investments Club.

Class Scheduling Information

Wintercession 2019

Principles of Financial Management (FIN 355) will be offered online.

Principles of Investments (FIN 380) will be offered online by Dr. Stivers.

Personal Finance (FIN 207) will be offered in a face to face setting.

All course offerings are contingent on enrollments.

Spring Semester 2019 Electives

A variety of finance elective courses will be offered during the Spring 2019 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@uwlaw.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.

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@uwlaw.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

watch your email for further information on this course.

Investment Analysis and Portfolio Management (FIN 475) provides an in depth investigation of modern concepts of portfolio management and portfolio risk, investment analysis, and stock valuation. The course also provides opportunity for students to participate in management of the Gordon Spellman Student Managed Investment Fund. This is a great experience for all finance majors, but especially those with an interest in investments. Prerequisites include FIN 380 and admission to business. Please contact Dr. Stivers (astivers@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.

Summer 2018 Course Offerings

The Department of Finance plans to offer Principles of Financial Management (FIN 355), Investments (FIN 380) 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

The Finance Department welcomes two new faculty, Shishir Puadel and Shiang Liu. Dr. Puadel earned his PhD at Binghamton University - SUNY, Binghamton, NY and will be giving a presentation at the FMA in San Diego. The title of the paper is "Investor Sentiment and Asset Prices: Evidence from Ex-Day Behavior". Dr. Liu comes to us from University of North Texas having done his dissertation on the value of bank capital in the context of mergers and acquisitions in the banking industry. If you get a chance please welcome them to UWL.

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 (FDC). Dr. Borah's paper, titled "Does corporate diversification reduce value in high

technology firms?," with Liu Pan, Jung Chul Park, Nan Shao has been published (accepted in November, 2017) in the Review of Quantitative Finance and Accounting journal. Also, Dr. Borah presented two working papers, titled "Does geographic location matter for firm board structure?" and "The effectiveness of board independence in high-discretion industries," with Hui Liang James at the University of Texas at Tyler at the 2018 Southwestern Finance Association (SWFA) meeting in Albuquerque, New Mexico in March 2018.

Dr. Lim will be presenting a paper, titled "Choice of Shareholder Activism", at the Financial Management Association (FMA) meetings in San Diego in October, 2018."

Professor Brye recently retired from the Viroqua Food Co-op Board of Directors after serving for 12 years, the last 5 as President of the Board. He is still serving on the Wisconsin Mutual Insurance Company Advisory Board and serve on several UWL committees.

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.

Ms. Maureen Spencer, our department associate, is the UWL coordinator for Jeans Day Fridays with 14 UWL buildings participating. 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

The Finance Department is working to add a required evening of group advising in late October. Please watch your emails for more information about this event. Advisement Reports are available to finance majors on WINGS. Finally, you will receive an email from the Finance Department including pertinent advising and course scheduling information prior to registration.

Tutor & 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 406B Wimberly Hall. Kayla Sluis will be pleased to help you with your questions. Her hours are 10 - 11:30 a.m. on Mondays, 11 - 12:30 p.m. on Wednesdays, 11 - 12 p.m. on Thursdays and 12 - 1 p.m. on Fridays. Administrative assistance can be obtained from our department associate, Ms. Maureen Spencer, whose office is in 404A Wimberly Hall.

INFORMATION SYSTEMS DEPARTMENT

Welcome!

Please welcome Dr. Ye (Hannah) Han. Hannah received her DBA in Computer Information Systems from Louisiana Tech University. Dr. Han's research interests include social media, individual influencer, e-commerce, and information privacy. In particular, she focuses on an emerging social media phenomenon called live streaming, which describes the webcasting of an individual's personal life events, experiences, or opinions to a wide audience of potential interested viewers who can communicate with the individual simultaneously. Hannah, will be teaching IS-220, IS-310, IS-330 and IS-370 for the IS Department.

Please welcome Ivy King. Ivy is the new academic department associate for the department of information systems. Ivy is a recent graduate from Viterbo where her major was English Literature with a minor in History. One of her favorite periods of literature and history is the early modern period. Some of my hobbies include reading, writing, and crafting.

Please welcome Nicholas Breidel. Nic is an information systems project manager at Fastenal. Nic as an associate lecturer will be teaching two sections of IS-220 in Fall 2018. Nic finds his experiences as an information systems project manager helps him provide current and real-world insights to his students..

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. Apply today at the IS department website.

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

With the rise in popularity and information needs in healthcare; the UWL IS Department is excited to be able to offer both a Major and Minor in Healthcare Information.

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. Apply today at the IS department website.

IS Curriculum Updates

The IS department has some exciting news in regards to curriculum. The IS department is now a proud member of the SAP University Alliance. SAP is the worldwide leader in enterprise systems. Students starting in Fall 2018, were able start coursework using SAP. Be sure to sign-up early to take advantage of this unique and valuable opportunity for UWL students. Additionally, in an effort to keep the IS curriculum up to date and respond to industry changes, the IS program has implemented a number of changes. IS-300 (offered Spring) is now focused on data analytics, which is a skill in demand with today's workforce. In addition, IS-320 (offered Fall) will now focus on SAP and IS-360 (offered Spring) will include additional experience with SAP. If you have any advising questions, we encourage all IS majors and minors to meet with their advisor.

SAP University Alliances

Spring 2019 Course Offerings

Eight sections of IS 220 including two-night sections will be offered in Spring 2019. IS majors and minors can plan on having a variety of courses available. Dr. Yang will be offering two sections of IS-300 to meet student needs. Dr. Han will be offering one section of IS-310. One section of IS-411 (WE-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.

Faculty and Staff Kudos

Dr. Huang attended the SAP University Alliances workshop in Milwaukee, WI and obtained teaching certification for SAP, July 2018.

Dr. Haried presented "Risk and Information Disclosure in Google Drive Sharing of Tax Data", at the Human Computer Interactions International conference in Las Vegas, NV, July 2018.

Dr. Haried, Dr. Huang and Dr. Yang attended the Health Information Management Systems Society (HIMMS) conference in March, 2018. HIMSS is the leading conference for health information systems research and applications.



Faculty Research Output

Referred Conference Proceedings & Presentations

Haried, P., Claybaugh, C., Chen, L., and Zhou, D. (2018). Risk and Information Disclosure in Google Drive Sharing of Tax Data, Human Computer Interaction, Las Vegas, NV.

MANAGEMENT DEPARTMENT



Double-Major in Management!

No matter what your career interests, adding a Management Major will be beneficial. Any UW-L major will help you secure your first post-collegiate 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!



"Healthcare Analytics Management" Minor

In 2017, 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 shepherded the minor through the curriculum approval process and served as its first director. **Dr. Uzey Damali** in Management is the new director of the minor. Last Spring, Dr. Damali and Dr. Hamman hosted a "meet and greet" social for those interested in the minor. It was an opportunity to mix, mingle, ask questions of faculty and get advice from senior leadership from several clinics, hospitals, and health-related businesses.

Additional events are planned for the future. To learn about the next event, or for more information about the minor, visit the website: <https://www.uwlax.edu/healthcare-analytics-management/> and/or contact Dr. Damali at udamali@uwlax.edu. Freshmen and Transfer Students: Be sure to inquire about the Health Analytics Minor at the College of Business "First year student meet and greet" social on October 11th at 4:00 p.m., 2120 ("Cliffwood" room) at the Union. Also, several MGT courses serve the minor. Dr. Damali will offer MGT 402 (Health Analytics), a required course in the minor in the Spring, 2019. Finally, there is a student club associated with this minor: The Healthcare & Life Sciences Association. For information about the club, contact: Abby Christopherson, e-mail: christop.abby@uwlax.edu.

MGT 393 Field Trip

MGT 393 (Production & Operations Management) instructors (**Uzey Damali, Drew Stapleton, Doug Pearson, & Brad Dobbs**) took a field trip *en masse* to Fastenal in Winona, MN on April 13. Thanks to Brad Dobbs for arranging the logistics of the trip.

During the trip, 145 students saw class concepts applied in the workplace such as the ergonomic design of workstations, the layout design of the distribution center, and how to improve workplace efficiency through the

reduction of unnecessary movement. Fastenal CEO Mr. Dan Florness addressed the group and the students also met with Fastenal managers. Future trips for the class include the Kwik Trip dairy facility in the fall of 2018 and a return to Fastenal in Spring of 2019.



Sustainable Business Minor

Overview of the Minor

Interested in learning how businesses can be more environmentally and socially responsible? Consider the 18 credit Sustainable Business Minor! Usually, the CBA offers the introductory MGT 310 (formerly BUS 310) each Fall semester, with electives offered each semester and the MGT 480 (formerly BUS 450) "capstone" course offered each Spring semester. (Note BUS 450 was renumbered as MGT 480 to avoid confusing BUS 450 with MGT 450; MGT 450 is an internship course). The Sustainable Business Minor provides students with the opportunity to explore the relation between business and natural creation, maximizing good stewardship of natural resources, even while pursuing business objectives.

Sustainability Institute Seminar



Several UW-L Faculty and students attended the Western Technical College Sustainability Institute's "Rise and Shine Breakfast Series" on May 1, 2018. The theme was *Sustainability is Good Business* and featured Epic Systems from Verona, WI. Epic engineers shared why they invest in sustainability and how they leverage their sustainability efforts to improve not just the environment, but also employee productivity, recruitment, and retention.



Sustainable Business Spring Courses

The CBA will offer the following required and elective courses for the minor, spring, 2019.

Required

MGT 408- The Global Responsibility of Business

MGT 480- Business Sustainability Capstone

Elective

MKT 351: Sustainability in Marketing

MGT 493: Green Operations Management

Advising Information

First-year students (including Freshmen and Transfer Students): We look forward to seeing you at our table at the College of Business "First year student meet and greet" social on October 11th at 4:00 p.m., 2120 ("Cliffwood" room) at the Union.

An open advising session for all current and potential Sustainable Business minors will be held on Monday, November 5th from 12:00-1:00 in the Union, Room 3125.



"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. Seven sections of the course were offered Fall, 2018, and eight will be offered Spring, 2019. The course is taught by Mr. Scott Reber and Ms. Katelyn Zwiefelhofer. (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, if you have taken the necessary prerequisites

(see http://catalog.uwlax.edu/undergraduate/course_descriptions/mgt/ for details). 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 New Department Members!

Katelyn Zwiefelhofer, M.S., is teaching Business Communications. She earned her Master's Degree in Corporate Communications from the University of Wisconsin – Whitewater, where she also had experience teaching communication courses.

Karen Brandt, M.S. is the new Administrative Departmental Associate (ADA). She replaces Mrs. Lori Komarek who retired in January. Karen has work experience as an office manager and has an advanced degree in counseling. She worked as a temporary ADA during the Spring Semester and was hired as the permanent ADA in June.

Please join us in welcoming Ms. Zwiefelhofer and Mrs. Brandt to the Department of Management in the College of Business Administration!

Congratulations!

Christa Kiersch was granted tenure. Congratulations on this outstanding accomplishment! She also had reassignment time to work on a project for the UW-L Strategic Planning Committee.

Nicole Gullekson went to Europe for a faculty sabbatical. She has now returned and is re-assuming duties as Director of the International Business major & minor. Congratulations!

The following faculty were nominated to receive a (Provost's) **Eagle Teaching Excellence Award** in Spring, 2018: **Brad Dobbs, Jeff Kessler, Uzay Damali, Danny Franklin, Kelly Nowicki, Anup Nandialath, Scott Reber, William Ross, Mark Shay, and Andrew Stapleton.**

Congratulations, Management Scholarship Winner!

Kelsey Breunig is the winner of the 2018 Lora Greene Scholarship in Business Management. This award is designated exclusively for Management Majors with a 3.5 GPA or higher. Kelsey is a senior, double majoring in Management and Marketing with a Psychology minor. On campus, she is active in the American Marketing Association and the Beta Gamma Sigma business honor society. This past summer, and continuing into the fall semester, Kelsey is an intern at Fiskars, a consumer goods company located

in Middleton, WI. She assists with various projects including: new product development, research, consumer insights, and new category opportunities.

Courses You'll Want to Take:

Course Offerings for Winter (J-Term):

Winter Intersession, 2019, 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, 2019, in addition to the courses required for the Management major and for the CBA core, we anticipate offering several undergraduate electives. As you plan your schedule, consider taking one or more of the following:

- MGT 100 – Introduction to Business, offered by Tom Schlesinger
- MGT 303 – Principles of Labor-Management Relations, offered by William Ross
- MGT 328 – Principles and History of Management Thought, offered by Yeonka Kim
- MGT 395 – Management Science, offered by Brad Dobbs
- MGT 400 – Applied Entrepreneurship Projects, offered by Kelly Nowicki
- MGT 402 – Healthcare Analytics, offered by Uzay Damali
- MGT 412 – Leadership, offered by Christa Kiersch
- MGT 480 – Sustainability Capstone, offered by Kelly Nowicki (only open to students completing the Sustainable Business minor)
- MGT 493 – Green Operations, offered by Drew Stapleton

Course Offerings for Summer, 2019:

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 and/or Christa Kiersch (in SLOVAKIA)
- MGT 449 – Administrative Policy Determination, offered by Ana Iglesias (Hybrid/Internet)

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

- MGT 301 – Business Communications, offered by Scott Reber (Internet)

MGT 449 – Administrative Policy Determination, offered by Anup Nandialath (Internet)



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.

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!

For example, in the Spring of 2018, **Lauren Hoefgen**, Management student, presented a research project at the UW-L Celebration of Undergraduate Research & Creativity. Faculty mentor: **Christa Kiersch**. This enhanced Ms. Hoefgen's resume' because it demonstrated that she could undertake and successfully complete a management research project – a skill that is valued by employers.

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, and Vivek Pande (ACC) received a CBA Research Excellence Grant for 2018-2019 to investigate efficient verification mechanisms within "Blockchain" technology, used in supply chains.

Anup Nandialath received a CBA Research Excellence Grant for 2018-2019 to investigate the effects of religiosity and ethics in consumer behavior.

Uzay Damali and Mehmet Kocakulah (ACC) received a CBA Summer Grant to investigate quality assessment in healthcare services.

Drew Stapleton and Anup Nandialath received a CBA Summer Grant to study "The impact of inventory leanness on firm performance."

Ana Iglesias received a CBA Summer Grant to study the effect of subjective age and temporal focus on entrepreneurial intentions.

Recent and Forthcoming Publications

Nandialath, Anup Menon, David, E., Das, D., and Mohan, R. (2018). Modeling the determinants of turnover intentions: A Bayesian Approach. *Evidence based HRM: a Global Forum for Empirical Scholarship*. Vol. 6, (No. 1), pp 2-24.

Iglesias, Ana E., Bogner, W. C. (In Press). Do Competitors Always Matter in Exit Decisions? A Behavioral Perspective. *International Journal of Business*.

Scott, J., & Ross, William H. (2018). The Greenlife Company: A Teaching Case Study in Management. *International Journal of Teaching and Case Studies*, 9 (2), 109-130.

Graham, A. W; **Nandialath, Anup Menon**; Skaradzinski, D. and Rustombekov, E. (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.

Christa Kiersch & Peters, J. (2017). Leadership from the inside out: Student leadership development within authentic and servant leadership frameworks. *Journal of Leadership Education, Vol. 16* (1), pp. 148-168.

Panzone, L. A., Lemke, F., & Petersen, Henry (2017). Biases in consumers' assessment of environmental damage in food chains and how investments in reputation can help. *Technological Forecasting and Social Change, 111*, 327-337.

Secchi, Davide, & Gullekson, Nicole L. (2017). The social and cognitive forces behind intra - organizational bandwagon: Multi-agent model and simulation. *Computational and Mathematical Organizational Theory, 22*, pp. 88-133.

Ballweg, C., **Ross, William H., Secchi, Davide, & Uting, C.** (in press). The Prevalence and Influence of Managers' Social Networking Information on Prospective Job Applicants. *Evidence-Based HRM: A Global Forum for Empirical Scholarship*.

Conference Papers & Presentations during 2018:

Dahm, P. C., **Kim, Yeonka**, Glomb, T. M., & Harrison, S. (2018, June). The season of my success: Time related identity affirmation strategies of early achievers. Paper presented at the paper session, "Lives at Work and Identity," at the biennial conference of the Work Family Researchers Network, Washington, D.C.

Kim, Yeonka & Kammeyer-Mueller, J. (2018, August). Antecedents and consequences of self-conscious emotions at work: Guilt, shame, and pride. Paper presented at the paper session, "Lonely, Anxious, Guilty, & Contemptuous – At Work," at the annual meeting of the Academy of Management, Chicago, IL.

Anup Nandialath, Andrew Stapleton & Sanjoy Bose (2018, May) "Inventories and Trade Credit: A Behavioral Perspective", Production Operations Management (POMS) Annual conference, Houston TX.

Anup Nandialath & Andrew Stapleton (2018, May) "Does Leanness Pay? Inventory Leanness and Executive Compensation", Production Operations Management (POMS) Annual conference, Houston TX.

Anup Nandialath, Andrew Stapleton & Sanjoy Bose (2018, May) "Inventory efficiency and Performance Aspirations: An empirical examination", Production Operations Management (POMS) Annual conference, Houston TX.

Ahmet Ozkul, **Uzay Damali, Anup Nandialath & Andrew Stapleton** (2018, May) "Heterogeneous Beliefs and Client Co-Production: A Theoretical Examination", Production Operations Management (POMS) Annual conference, Houston TX.

Nicole Gullekson (2018, August). "The Measured and Immeasurable Value of Global Partners: Global Impact Talk," Gundersen Clinic, La Crosse, WI.

Iglesias, Ana E., Maksimov, V., Cannella, A., Yu, T. (2018, June), "Zooming in on capabilities, zooming out on the competitive arena, and market entry: Evidence from geo-product markets in the US insurance industry," Competitive Dynamics Inaugural Conference, Kingston, Canada.

Justin Kraemer and associates (2018, June 28). "Does Academic Pedigree Predict Performance? On the Predictive Power of University Prestige," Academy of International Business, Minneapolis Minnesota.

Anup Nandialath & Ramesh Mohan (March 2018), "Pecking Order vs. Trade Off Theory: Capital Structure in an Emerging Economy", International Academy of Business and Economics Conference, Keiser University, West Palm Beach, FL.

Anup Nandialath & Ai-Ting Goh (2018, May) "Executive Compensation and Corporate Social Responsibility – Evidence From a Natural Experiment" Annual Society and Organizations Research Conference, HEC Paris, Paris, France.

Anup Nandialath & Jaideep Anand (2018, May) "The role of Information in the Resource Based View of the Firm: Empirical Implications of the Theory" Academy of Management Review Special Issue Conference on The Implications of Uncertainty for Management and Organization Theories Conference (Invited), Katz School of Business, University of Pittsburgh, Pittsburgh PA.



MARKETING DEPARTMENT

Marketing Faculty and Staff Recognized for Performance

Sue Hengel, ADA in Marketing, receives University Staff Excellence Award. Only one award is given out each year. We are extremely proud of Sue and are so fortunate to have her in the Marketing department. She is very deserving of this award. Please see the full article at <https://news.uwlax.edu/pure-positivity/>

Dr. Steve Brokaw receives University Eagle Teaching Excellence Award. Six UW-La Crosse faculty members are recognized each year for excellence in teaching. Dr. Brokaw was one of the 2018 recipients. He says, "It has given me much to appreciate about being a teacher: seeing the learning in current students and the use of the learning to have a successful and happy life as alums." See full article at <https://news.uwlax.edu/2018-top-teachers/>

Dr. Elizabeth Crosby awarded Tenure and Promotion to Associate Professor. Dr. Beth Crosby started the 2018-19 academic year as a tenured Associate Professor. Congratulations, Beth! Dr. Crosby primarily teaches MKT 341 International Marketing and occasionally MKT 415 Marketing Applications & Advanced Research, MKT 365 Integrated Marketing Communications, and MKT 309 Principles of Marketing. She also has taken students to London, teaching MKT 440 Comparative Marketing Systems and MKT 445 International Marketing Strategy while there, the past two summers. She is known for her research on consumer culture and stigmatization.



Change in Marketing Major Requirements

Marketing has seen drastic changes in the last decade, with some of the hottest areas relating to social media, automated advertising technology and marketing analytics. To address these trends, the Marketing Department has modified the required coursework for Marketing Majors who

entered UW-L in Fall of 2016 or later and new courses related to these trends are being offered. Students who entered in Fall 2016 or later will be required to take:

- MKT 362 Buyer Behavior
- MKT 367 Market Research
- MKT 341 International Marketing
- MKT 479 Marketing Management
- Additional 12 credits of MKT electives

New courses being introduced that can be taken as electives counting toward major requirements include MKT 467 Marketing Analytics (will be offered Spring 2019) and MKT 465 Digital Marketing & Analytics. MKT 465, otherwise known as "the Social Media class," has been piloted the last two summers and will be offered again in Summer 2019. Additionally, advanced International Marketing classes, MKT 440 and MKT 445, offered the last several summers in London, will be offered in London again this Summer 2019 and both classes can count toward major electives, for students on this program.

Students who entered UW-L before Fall 2106 will, in all likelihood, be better served by completing their major under the catalog in which they entered UW-L due to requirement changes in the CBA Core. Students could transfer to the new catalog, but it may increase the total number of classes required and students considering this are strongly encouraged to see their MKT academic advisor before making any changes.

Along with the curriculum changes referenced above, a number of changes were made to the prerequisites required for courses like MKT 365, 465, 479 and 415. Wings will screen for the new prerequisites, regardless of when students entered UW-L. You are encouraged to carefully review prerequisite requirements when planning your Spring schedule. Students who entered UW-L before Fall of 2016 will be grandfathered in under the old catalog and will be able to enroll in classes based on the old prerequisite structure. Unfortunately, if you are not meeting the current prerequisites, you will not be able to enroll automatically via Wings. Enrollment will need to be handled manually on a case-by-case basis and will require you to stop into the MKT main office or meet with your academic advisor so the necessary paperwork can be completed.

Increasing Number of Majors and Changes in Academic Advising

The number of Marketing majors currently topped 500, making it the largest number of majors in over 20 years and probably the largest in the history of the department. Marketing majors now make up almost a quarter of the College of Business Administration. At the same time the Marketing faculty is one of the smallest in the

college. Given the large number of students, small number of faculty, along with the curriculum changes recently implemented, changes in how we handle advising are also warranted. This year a new advising program is being implemented with Stacy Trisler advising all freshmen and most sophomores (students not yet admitted to the CBA). When students are admitted to the college, they will be assigned to a new advisor who will talk with them more specifically about upper level marketing classes and their career interests.

Marketing Alum, Mandi (McConnell) Hinrichs, President of FLASH, to Speak at First Friday Lecture on November 2

FLASH, based in Green Lake, WI, is a specialized carrier, with nearly 100 trucks, and primarily serves the foundry industry. Beyond trucking, the family owns a transload company, railcar leasing company, frac sand processing mine, and a grocery store. Hinrichs received her marketing undergraduate degree from UW-La Crosse in 2003. She sold pharmaceuticals before joining the family business in 2008. Hinrichs resides in Oshkosh with her husband, Noah, and their two children. This is a lecture you won't want to miss.



On March 23, 2018, 15 marketing students, along with a student coach, and 18 sales professionals participated in the UW-La Crosse Big Eagle 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 students individually to provide feedback. A total of \$750 was awarded to the top four finishers: Max Biebel -1st Place, Jenna Challoner -2nd Place, Ashley Forest -3rd Place, Epiphane Belanger -4th Place.

This year's UWL's Big Eagle Sales Competition is scheduled for **March 8, 2019**. This annual event allows Marketing students to compete for the chance to attend other competitions. Industry professionals serve as "buyers" and judges and provide competitors with one-on-one feedback. Marketing students are encouraged to participate.

Students Compete at Regional and National Sales Competitions Twin Cities Collegiate Sales Team Championship- University of Minnesota

Six marketing students attended a three-day sales competition in April at the TCF Stadium on the University of Minnesota campus. The inaugural event featured 6-person teams of sales students competing against 7 other regional universities. Competing for UWL; Anna Ostrowski, Max Biebel, Forrest Fenlon, Jenna Challoner, Epiphany Belanger, and Ashley Forrest. The UW-L team placed 4th out of 8 teams. The team is coached by Marketing faculty member, Stacy Trisler.



Back row: Stacy Trisler, Forrest Fenlon, Max Biebel, Anna Ostrowski. Front row: Epiphany Belanger, Jenna Challoner and Ashley Forest

The Great Northwoods Sales Warm-up - University of Wisconsin-Eau Claire

Students are preparing for the Great Northwoods Sales Warmup coming up on October 18-20, 2018. Students will compete against 22 other schools from across the United States. Competing for UWL will be Max Biebel, Forrest Fenlon, and Epiphany Belanger. Alternates, Jenna Challoner and Ashley Forrest will also attend this event and may have an opportunity to compete.

Marketing Faculty Travel & Learn Internationally

International Marketing in London, Summer Program

This past summer, Dr. Beth Crosby, with the assistance of Dr. Ken Graham, led sixteen CBA students in the marketing department's faculty-led International Marketing Program in London. In the program, students conduct research to explore similarities and differences in the cultural and business environments of the US and UK, then utilize that research to develop a comprehensive international marketing plan for a product. In addition to coursework, students had the opportunity to meet several marketing and advertising professionals in London, tour a number of companies, confer with professionals from the U.S. Commercial

Service at the U.S. Embassy, and tour many of London's cultural and historic markets and landmarks.



Students find the small class size and interactive experiences very useful and fulfilling, as evidenced by this quote from a recent program participant: *"This experience is an amazing opportunity to open up new doors for a career and making global connections for your future. It is fast paced, filled with different adventure and sites to see. Finally, not only will you fall in love with London itself, but you will have the opportunity to make strong friendships with your travel abroad group, and nothing compares to that! All in all, I would travel abroad again with this program in a heartbeat!"*

The International Marketing London Program is housed at London Southbank University, located in heart of central London. Students in this program earn 6 credits of advanced international marketing coursework, which count toward Marketing and International Business majors. Dr. Crosby and Dr. Graham will again be leading the London Program in 2019. The application deadline for the 2019 International Marketing London Program is December 1st. Marketing, International Business, and CBA students are encouraged to consider adding this wonderful, enriching experience to their college experience. For more information, students can contact Dr. Crosby at ecrosby@uwlax.edu, or Dr. Graham at kgraham2@uwlax.edu.



Trisler Attends Sales Educators' Academy

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

traveling and learning more about business culture in the United Kingdom.

Feedback Request

If you are reading this right now, please email Dr. Gwen Achenreiner at gachenreiner@uwlax.edu with a note saying you saw this and your name will be entered into a drawing for prizes. Please do not share information about the drawing with your friends as we are attempting to assess actual readership of this Marketing article. Faculty and staff are also encouraged to participate and are eligible for the drawing.



Class Scheduling Information – Courses of Interest

MKT 309, Marketing Principles, will be offered online during the January Winter term. Marketing Principles is a prerequisite course for all other courses in the MKT major.

MKT 467, Marketing Analytics, will be offered for the first time in Spring 2019. The course will be taught by Dr. Marco Vriens.

MKT 351, Sustainability in Marketing, will be offered in Spring 2019. This course will be taught by Dr. Maggie McDermott and is an elective in the Sustainability minor.

MKT 465, Social Media Marketing and Analytics, will be offered in summer, 2019. Employers are looking for interns and graduates who know how to design, execute, and manage successful social media marketing campaigns. This applied course teaches key social media performance metrics, create platform specific content strategies, and to design and manage effective social media campaigns. Get the skills you need to be highly competitive on the job market.

MKT 440 Comparative Marketing Systems and MKT 445 International Marketing Strategy will be offered in London in summer, 2019! Drs. Beth Crosby and Ken Graham will lead the international marketing track of UW London this summer. Students will live in London for four weeks and earn credit for two classes. See article above.

Scholarships

With the help and support of many people across campus, there are 4 scholarships to be awarded specifically to Marketing majors for 2019-20.

Due to the generosity of Joe Laux, CEO at River States Truck and Trailer, and a 1989 Marketing and Management alum, the **Joe Laux Family Scholarship** covers a full-year of in-state tuition. 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/>). Congratulations to Reed Powell who was awarded the scholarship for 2018-19. See complete article at <https://news.uwlax.edu/return-on-investment/>

Other scholarships designated for Marketing students include the **Mike Ronca Marketing Scholarship**, the **Sue & Rob Frey Endowed Marketing Scholarship** and the **Karla & John Stanek Endowed Scholarship**, designated for Marketing or Management majors. 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 on campus. Stanek is a 1975 and 1980 alum.



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

Students can begin applying for 2019-2020 scholarships on October 1st. Applications are due by February 1st. For more information see:

<https://uwlax.academicworks.com/opportunities?utf8=%E2%9C%93&term=marketing>

Marketing Advising Sessions

The Marketing Department will be hosting advising sessions for marketing majors currently enrolled in ACC 221, ACC 222, MKT 309, and all freshmen on November 7th and 8th. Please watch your email for more information. These sessions provide guidance and advice specific to students at particular stages in their academic career. **Please mark your calendar!**

Wings Electronic Wait List

The Marketing Department uses the **Wings electronic wait list** for registration concerns related to closed classes. 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 to instructors or the department chair 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: 504, one of largest majors in CBA
Number of Faculty: 9 full-time

Percent with a Double-Major: 12% of Marketing majors
Most Popular Double-Majors: Management and Finance

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

Percent Male/Female: 53% male, 47% female
Percent First Generation: 25.2%
International & Students of Color: 8.5% of majors

AMA Collegiate Chapter: Top 25
International Chapter based on Academic Report and is ranked 11th in active member size (2017)

INTERNATIONAL BUSINESS DEPARTMENT

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. Nicole Gullekson (ngullekson@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/>

Summer electives include two IB electives as part of the 3-week Global Consulting Program in Slovakia (MGT 400a and MGT 400b - Global Consulting and Research in Slovakia, but credit has been awarded in previous years for MKT, ECO and FIN). Students interested in learning more about the program should contact Dr. Nicole Gullekson (ngullekson@uwlax.edu) or Dr. Maggie McDermott (mmdermott@uwlax.edu)

MKT 440 (Comparative Marketing Systems) and MKT 445 (International Marketing Strategies) as part of the 4-week faculty-led program in London. Students interested in learning more about the program should contact Dr. Beth Crosby (ecrosby@uwlax.edu),

For the Spring semester, the tentative IB elective course offerings in the CBA include: MGT 408: The Global Responsibility of Business, MGT 430: Comparative Management Systems, ECO 440: International Finance, IB 450: International Internship, and IB 499: Independent Study.

The Fall International Business Workshop, which includes a panel of CBA study abroad students and additional time for academic advising, will be held November 6 at 5:30 as part of Global Initiatives Week. Refreshments will be provided.

CBA students continue to be globetrotters. This semester students are off to England, Australia, Denmark, Argentina, France, Czech Republic, and Hungary!

Any student interested in International Business, or any IB student in need of academic or study abroad advising should contact IB Director, Dr. Nicole Gullekson, 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 7, 2018, 4:00 pm
Location: 3310 Student Union
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 120 on October 25 from noon – 1:30 p.m. and on October 30 from 11:30 a.m. – 1:00 p.m. Attendance at a workshop is not required to compete but you do need to register by noon on November 5, 2018 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 9. Registration will close on November 5 at noon. The date of the competition is November

7, 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 or 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 UWL Innovation Lab** in the Spring 2019. You can participate by yourself or as a team. The 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).

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 fifth year, UWL 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. It teaches cutting-edge Lean Startup business development tools, provides business mentorship, and allows participants to compete at a state level for a chance

to win seed funding for their idea as well as a chance to compete internationally at the 2019 International Business Model Competition (IBMC) in May 2019. So, bring your ideas. This isn't a Business Plan competition, but rather a way for eligible UW system college students to explore their gifted entrepreneurial minds and get the idea juices flowing. The UWL competition will be held in March 2019. The state finals in Madison will be in April 2019. For more information, go to <https://wisys.org/events/bigidea> or contact the UWL SBDC at sbdc@uwlax.edu.

Economic Indicators: An Update for the 7 Rivers Region *Tariffs – The Good, The Bad and the Ugly*

Thursday, October 25, 2018

The Bluffs in the UWL Student Union
521 East Avenue North
7:00-9:00 a.m.
Cost: \$25

Tariffs are often used to raise the price of imported goods so that domestic producers will not need to reduce prices to compete. The idea is that people will then buy more domestically produced products, boosting the market and creating jobs. But does it work? Recent increases in tariffs on steel and aluminum have caused product costs to rise and foreign countries to retaliate with tariffs on U.S. products. Learn more about the use and impact of tariffs at the Fall Economic Indicators event when Professor TJ Brooks shares his insights on this complicated topic. A panel of business owners also will provide insight on the impact tariffs have on day to day business activity and the economy.

UW-La Crosse, in cooperation with State Bank Financial and the La Crosse Tribune, initiated a long-term

study in early 2002 of our region's economic indicators. The research is ongoing and focuses on trends for a nine-county region that includes counties in Wisconsin, Minnesota and Iowa. The information provides a basis for comparison with other regions and a measure of our progress as a region. Semi-annual breakfast meetings provide a general update on core indicators. Register at <https://economicindicatorsfall2018.evntbrite.com>.

The La Crosse SBDC is part of a statewide network that supports business owners through no-cost, confidential consulting and educational programs. Whether you want to start a new business, manage your business, or grow your business, SBDC is ready to support your efforts. Our offices are located in room 120 Wimberly Hall

AMERICAN MARKETING ASSOCIATION



University of Wisconsin-
La Crosse

The University of Wisconsin- La Crosse's American Marketing Association (AMA) chapter strives to inspire young professionals to enhance their marketing skills, career options, and leadership experiences through applicable projects, networking opportunities, and certification options.

Although the AMA is still collecting membership for this upcoming year, they are on track to reach their projected goal of 50 new members for the fall semester. AMA is the largest business organization on campus, with over 140 members this past year.

AMA kicked off the year with more opportunities than ever in an effort to live up to their year's theme, Build Your Brand. As a marketer, it is crucial to know what makes you stand out from others. AMA's efforts this year will be focused on providing numerous enriching opportunities to aid their members in recognizing and growing their strengths. These opportunities include hosting speakers from multiple different fields of marketing, attending conferences with breakout sessions tailored to differing interests, reinforcing participation in multiple conference

competitions, touring various local marketing companies, volunteering with unique businesses, and offering tons of application-based marketing projects.

Upcoming in September, multiple marketing professors will be coming in to participate in a Careers in Marketing panel to expose members to potential career paths with their degree. The University of Wisconsin-Whitewater conference will be occurring in October emphasizing sports and entertainment marketing. This is the largest conference that members are encouraged to attend. There are numerous opportunities to listen to speakers, attend panels, participate in competitions, and network with companies.

The marketing field is brimming with opportunity which is why AMA wants to offer as much insight into the marketing world as possible. To help members explore their talents, one opportunity offered this semester is the Fall Case Competition. The Case Competition is made up of 4 different groups (Integrated Marketing Communications, Finance, Strategy, and Research) that come together to solve a business problem, allowing members to choose what group they prefer. AMA strives to bring diverse opportunities to their members to immerse them in the marketing field before they graduate.

AMA meets every Wednesday at 7:00 p.m. in Centennial 1309. Feel free to contact Epiphane Belanger (belanger.epiphan@uwlax.edu), President of AMA, for more information on how to join!

BETA ALPHA PSI



Beta Alpha Psi is an honors organization for Accounting, Information Systems, and Finance 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 students who have completed the first Intermediate course of their degree (ex. ACC 311 for Accounting Majors) and pledge status to all other students. Students may become a full member

upon completion of their Intermediate course and with a minimum of a 3.0 GPA. Meetings are held in Centennial Hall, room 1303, 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.campuslabs.com/engage/organization/betaalphapsi> or contact Jaimi Hagen at hagen.jaimi@uwlax.edu or Kayla Sluis at sluis.kayla@uwlax.edu

BETA GAMMA SIGMA



Beta Gamma Sigma (BGS) is a world-wide honors society that groups together the best and brightest students across many different collegiate business programs. To strive to be the best, BGS only accepts students of junior standing in the top 7 percent, seniors in the top 10 percent, and graduate students in the top 20 percent of their class. BGS also offers students the ability to grow in various skills. One of the main skills students have the



opportunity to develop is their leadership skills because BGS gives students the chance to go to the Global Leadership Summit. At this summit students are able to gain insights from

and network with many business professionals from all over the world, giving students the ability to see a diverse amount of perspectives on leadership.

While BGS is a well-known organization across the world, our UW-La Crosse chapter hasn't gotten the recognition we deserve due to the lack of activity in the past. That is why as a chapter our goal this year is to become more involved on campus by having more meetings and participating in more events on campus and in the community. We know that we will not gain the recognition we want this year, but we hope that we can at least set the path for future BGS UWL chapters.

COLLEGIATE ENTREPRENEURS' ORGANIZATION

The Collegiate Entrepreneurs' Organization's (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, as well as connect with their entrepreneurial peers. We make sure that students share and gain new ideas to help advance their interests and other practical business skills.

CEO meets bi-weekly on Wednesdays at 6 pm in Centennial Hall, room 3214. This semester we are hosting local business owners and entrepreneurs to hear about their stories. We are involved in numerous activities and workshops on campus that also help strengthen business skills. For more information on meeting dates, activities, etc., please contact Kyle Mazurek (mazurek.kyle@uwlax.edu), president of CEO.

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 58 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 anyone has questions feel free to contact Kirk Martin, martin.kirk@uwlax.edu.



Healthcare

Management & Lifesciences

HEALTHCARE MANAGEMENT & LIFESCIENCES (HML)

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 from various fields at different events and meetings on campus. HML also strives to promote and work closely with the new **HEALTHCARE ANALYTICS MANAGEMENT MINOR** program 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 HMLA president Abby Christopherson at christop.abby@uwlax.edu or HMLA student adviser Uzay Damali at udamali@uwlax.edu with questions or for more information!

INFORMATION SYSTEMS ASSOCIATION

The Information Systems Association (ISA) is a student organization dedicated to providing students the opportunity to develop IS skills needed and to connect with IS professionals to gain a competitive edge in the IS field. Under the supervision of Dr. Haried, the Information Systems Association (ISA) has planned a number of speaker presentations and activities. Speakers will be discussing IS careers, internships, experiences, and new developments in the IS field. Be on the lookout for flyers describing our guest speakers.

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

Contact ISA president Joseph Morris @ morris.joseph@uwlax.edu or Dr. Haried @ pharied@uwlax.edu for more information.

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 Megan Kirsch at kirsch.megan@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 October, UWL SHRM will be attending the WI State SHRM Conference in the Wisconsin Dells.** UWL SHRM is helpful for any major and all UWL students. Contact academic adviser, Christa Kiersch at ckiersch@uwlax.edu or president, Austin Haas at haas.austin@uwlax.edu to join today.

CBA STUDENT SENATORS

Come meet your CBA student senators!
Student Senate Meetings are Wednesday @
6pm in 2310, The U!
Office Hours in 2240 & 2244 The Cove
Cate Wiza: Wednesdays @ 11am-12pm
Josef Fulop: Fridays @ 1-2pm

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. We are actively innovating the College of Business and its curriculum to improve the business program and the business students' experience here at UW-L. 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.

Any student with a major or minor in the college of business is strongly encouraged to join our organization! **We meet every other Tuesday at 4:30 p.m. in 122 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 Matt Borta at borta.matthew@uwlax.edu.

CBA ADMINISTRATION

Accountancy	Dr. Mehmet Kocakulah
Economics	Dr. TJ Brooks
Finance.....	Dr. TJ Brooks
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
Dean Assistant.....	Corinne Rheineck
Dean.....	Dr. Laura Milner

