

# College of Business Administration Newsletter



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## Dean's Office | 138 Wimberly Hall

Mid-Semester is October 21, 2019

### Business Program Application

Applications for admission to the Business Program are due by October 21, 2019. All business majors who will be eligible, and who are planning to start advanced (300-400 level) business courses in winter or spring 2020, **MUST APPLY** for the program. Applications are available online. Visit <https://www.uwlax.edu/cba/resources-for-students/#tm-online-forms-for-cba-students> to apply. Late applications may not be accepted. Applicants who are completing some of the admission requirements during winter session, here or elsewhere, must also apply by this deadline.

- ➔ Not sure about the requirements? Check the Course Catalog: <http://catalog.uwlax.edu/undergraduate/businessadministrationcba/#Admission>
- ➔ You can also check your Advisement Report.

### Major/ Minor Changes

- ➔ Changes to students' majors and minors can be done online! 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 ends.
- ➔ Students planning to change to another college (Science and Health or Liberal Studies) must file a "change of program" form for the new college. These are also due by mid-semester and will not be processed until after that date. Program <https://www.uwlax.edu/academic-advising-center/change-of-program/>

### 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 have recently changed majors. Students are expected to visit with their advisors at least once a semester.

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

### Advising Information Online, etc.

Check out the CBA in the course catalog to review course requirements and scheduling: <http://catalog.uwlax.edu/undergraduate/businessadministrationcba/> Here you will find basic information about business core requirements and majors. This information is helpful to review before meeting with your advisors.

Also visit the CBA's website: <https://www.uwlax.edu/cba/> Here, the departments have information about their programs, careers, faculty, student organizations, etc. You can link to their websites from the CBA home page.

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 online under the CBA student resources

Specific major and minor requirements can be found online in the undergraduate course catalog via the UWL website.

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

### Registration for Winter and Spring 2020

Enrollment appointments are assigned in November; check your WINGS for dates/times. Registration for spring semester begins in November. Instructions for registering are sent to your email address by the Records and Registration office.

**Registration advising** will be available from faculty advisors, usually by appointment. Advisors should have sign-up sheets for appointments at this time, or you'll receive other information about appointments



from them. Students should schedule appointments well in advance of their registration time and day. **Students majoring in Accountancy and International Business are required to see their advisors before they may register, and some other CBA faculty may also restrict registration until an advising session has taken place.**

### 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>



### December 2019, January and May 2020 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 should have applied by May 1, 2019. If you have not applied to graduate and intend to graduate this fall/ winter, you must apply for graduation immediately.
- May and summer graduates must file by December 1, 2019

**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@uwla.edu](mailto:nvidden@uwla.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 28<sup>th</sup>, 2019. Students may not drop courses after this date.
2. Planning to complete a course at home over the summer? 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.

→ 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.

## DEPARTMENT UPDATES

### ACCOUNTANCY DEPARTMENT

#### Summary of Department of Accountancy Activities (2018-2019)

The UWL Department of Accountancy had a highly successful year. The Department is serving 365 accounting majors and enrollment is increasing. The Accountancy Career Fair held in September 2018 had over 45 companies attending and interviewed accounting majors on-campus to fill internship and full-time employment opportunities. A total of 40 firms supported 84 students as interns during the 2018-19 academic year. UWL Accounting Majors are still sought after and doing well on the CPA exam. Pass rates have modestly kept steady the past few years.

#### Scholarships Awarded

The 36th Annual Spring Accountancy Banquet was held April 24, 2019. The Department continues to have strong connections with accounting firms and businesses that employ accountancy graduates from across the region. Nineteen companies and individuals offered scholarships to students amounting to nearly \$100,000.

#### Personnel

Department faculty turnover is slowing down. We have hired two Ph.D.'s who have started in the Fall 2019: Dr's. Recep Pekdemir and Mehtap Eklund. The department was able to fill 3 tenure track vacancies with AIS's during the 2018/2019 academic year.

The department also received a number of Eagle Teaching Excellence Award nominations in Spring 2019: Julie Ancius, Elizabeth Brown, Mark Huesmann, Justin Kilchenmann, Kimberly Lyons, Vivek Pande, David Russell, Linda Sherony and Noel Wilbur. None won the award, but it is exciting that many of our faculty members are being recognized for excellence in teaching.

**Research** Department faculty published five refereed journal articles and have made nine presentations at refereed professional meetings during the academic year.





## Curriculum

The Department reactivated the ACC 235 course for non-business majors which will be piloted Fall 2019. The transition to this course will be ongoing.

## Experiential Opportunities

UWL's Beta Alpha Psi chapter had an active academic year. They invited a diverse array of 11 employers from across the region, including accounting firms and other employers hiring accountancy graduates, to present during their biweekly meetings. In August, 2018, at the annual conference held in Washington, DC one of our Beta Alpha Psi students was part of a team that competed in Project Run With It. Project Run With It furthers the community service component of Beta Alpha Psi and provides members/candidates with an opportunity to engage in real-world consulting projects for not-for-profit organizations in the cities where Beta Alpha Psi Annual Meetings take place. Only 72 students out of approximately 1300 students are chosen to be part of the teams that compete in Project Run With It. Also, In March 2019, a team of Beta Alpha Psi members presented the chapter's best practices at the Midwest Regional Meeting in Cincinnati. They will also be presenting in August 2019 at the Beta Alpha Psi Annual Meeting, which is the 100th anniversary of the organization, in Chicago. Also, UWL BAP members are very involved in volunteering and helping not-for-profit organizations such as the Salvation Army in La Crosse, WI.

## Faculty Changes

Dr. Mehmet C. Kocakulah has been elected chair of the department of Accountancy. Dr. Recep Pekdemir came to UWL after many years at Istanbul University in Turkey. He is the former Dean of the School of Business at Istanbul University. Dr. Mehtap Eklund, came to UWL from Ostfold University College in Holden, Norway. They started teaching at UWL at the beginning of Fall 2019.

## 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 or Accountancy department Chair Mehmet C. Kocakulah. 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.

## 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

## 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

The department welcomes Dr. Cody Vaughn who earned his Ph.D. in Economics from University of Kentucky where his dissertation was titled "Child Well-being and the Social Safety Net." His job market paper was titled "Long-Run Impact of Welfare Reform on Educational Attainment and Family Structure". His research also covers food security issues and the adequacy of SNAP benefits. We are thrilled to have him join the department. He will be teaching ECO 230 and ECO 308 in the future for us.

## Course Offerings

**Winter Intercession 2020 ECO 110** - Microeconomics & Public Policy (online), **ECO 120** - Global Macroeconomics (online)

**Summer Session 2020 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 2020 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 312 - American Economic Development

American economic growth in historical perspective from the point of view of the economist. Emphasis will be placed on the use of elementary economic theory as a tool to explain the growth of the American economy. Prerequisite: ECO 110, ECO 120. Offered Occasionally.

### ECO 320 - Sports Economics

In the Spring, Dr. Hoffer will teach ECO 320

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

### ECO 336 - Women in U.S. Economics

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

### ECO 340 - Introduction to International Economics

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

### ECO 346 - Environmental and Ecological Economics

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

### ECO 440 - International Financial Economics

The economics of the international monetary system and financial transactions, with emphasis on macroeconomic policy. Balance of payments problems, exchange rate determination and its effect on economic growth and stability, and policies to achieve international market equilibrium are analyzed from a theoretical and empirical point of view. Prerequisite: ECO 120; junior standing. Offered Spring.

## 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 or contact (tbrooks@uwlax.edu).

### Class Scheduling Information

Winter Session 2020

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

*All course offerings are contingent on enrollments.*

### Spring Semester 2020 Electives

A variety of finance elective courses will be offered during the Spring 2020 Semester. From Group I of the Finance major, students may enroll in Advanced Financial Planning, Financial Modeling, Multinational Financial Management, Advanced Financial Analysis, and Investment Analysis and Portfolio Management.

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

Financial Modeling (FIN 437) available to any finance major, focuses on the development of Excel-based models to analyze a variety of personal and professional finance problems. Specific topics include creating programs in Visual Basic, asset pricing techniques, and sensitivity analysis. The prerequisite for the course is FIN 355.

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

Advanced Financial Analysis (FIN 447) offers students the opportunity for advanced study of topics related to (1) ethics and professional standards, (2) investment tools, (3) asset valuation, and (4) portfolio management. Students will learn how to effectively analyze financial statements, apply statistical models, and evaluate both international and derivative securities. Advanced Financial Analysis includes online instruction and learning resources provided by Schweser Study Program. Schweser, headquartered in La Crosse, is the international leader in CFA training. Completion of this course will also assist students in preparing for the Level I exam of the Chartered Financial Analyst (CFA) program. Enrollment in this course is open to undergraduate and graduate students, but only by consent of the department. Please 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 2020 Course Offerings

The Department of Finance plans to offer at least Principles of Financial Management (FIN 355). Please consult with your advisor during scheduled advising times for advice and more information on the availability of these courses.

### Faculty and Staff Notes

Dr. Lim has recently published an article: Lim, Y. & McCollum, M. "Home Maintenance Expenditures and Social Interaction". To appear in Real Estate Finance.

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 academic program review -undergraduate (UAPR) and the articles and bylaws committee (ABL). Dr. Borah's paper, titled "Board leadership structure and corporate headquarters location," with Hui Liang James at the University of Texas at Tyler has been accepted for publication in the Journal of Economics and Finance. Also, Dr. Borah presented this paper at the 2019 Southwestern Finance Association (SWFA) meeting in Houston, Texas in March 2019.

### 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 404 Wimberly Hall. Eli Olson will be pleased to help you with your questions. The tutor hours are Mon Noon – 2:00pm, Tues 2:30-4:00pm, and Wed 11am-1:00pm

## INFORMATION SYSTEMS DEPARTMENT

### Why Major in Information Systems?

Businesses worldwide depend heavily on advanced information systems (IS) for managing data, 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 data analytics, technology or 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:

# SAP University Alliances

The IS department has some exciting news in regard 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 in both IS-320 & IS-360. 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-220 (required of all CBA students) now includes modules on SAP demonstrating business processes supported through the SAP application.

### Congratulations to IS Alumni – Sulaimon “Wale” Elegbede (’05)



Sulaimon “Wale” Elegbede (’05) will be recognized at the UWL Alumni Awards Saturday September 21, 2019 with the Rada Distinguished Alumni Award. This award recognizes alumni who have graduated within the last 20 years, achieved professional distinction and taken part in humanitarian activities. Professor emeritus Ron Rada and his wife, Jane, created the award in 2002. Wale is an esteemed business and servant leader and Founding board member of La Crosse Interfaith Shoulder to Shoulder Network to curb growing anti-Muslim sentiment. Currently, Wale is the head of the Project Management Office and Senior Project Manager for the Center for Regenerative Medicine at Mayo Clinic.

### Spring 2020 Course Offerings

Nine sections of IS 220 including two-night sections will be offered in Spring 2020. IS majors and minors can plan on having a variety of courses available. Dr. Yang will be offering one section of IS-300. Dr. Han will be offering one section of IS-310. IS-300 and IS-310 moving forward will now be offered in both Spring and Fall semesters. One section of IS-411 (WE-designation) will be offered by Dr. Haried. Dr. Haried will also be offering one section of IS-420 as an elective course for minors. Dr. Huang will be offering IS-360 as an elective course for IS majors and minors.

### Business and Community Engagement

In efforts to engage with and connect students to business organizations a variety of guest speakers were invited to share their experiences with Fall 2019 IS classes. Guest speakers from SAP, Federated Insurance and Fastenal will discuss class topics ranging from information system implementation experiences to enterprise systems management.

## Faculty and Staff Kudos

**Dr. Haried presented “Exploring the Motivation, Attitude and Loyalty of Daily Fantasy Sports Participants”, at the American Society of Business and Behavioral Studies in Las Vegas, NV, March 2019.**

Dr. Huang attended 40th IEEE Symposium on Security and Privacy in San Francisco, May 2019.

Dr. Haried and Dr. Han attended the INTEROP conference in Las Vegas, NV, May 2019.

Dr. Haried attended the AACSB Data Analytics Workshop, May 2019.

Dr. Huang and Dr. Haried attended the 2019 Faculty Symposium HIMT Curriculum in Madison, WI, June 2019.

Dr. Haried, Dr. Han, Dr. Huang and Dr. Yang attended the SAP University Alliances workshop in Milwaukee, WI, July 2019.

**Dr. Haried presented “Skill and the Art of Tax Filing Excellence: Comparison of Two Cultures”, at the Human Computer Interactions International conference in Orlando, FL July 2019.**

Dr. Haried was promoted to Full Professor, July 2019.

Dr. Haried and Mr. Annino received the CBA Research Excellence Award Grant for their paper titled: A Review of Health Information Management and Technology Careers: A Content Analysis of Job Advertisements, July 2019.

Dr. Haried & Dr. Huang received the CBA Enhanced Research Grant for their paper titled: An Evaluation of Uncertainty and Anticipatory Anxiety Impacts on Technology Use, July 2019.

## Faculty Research Output

### *Referred Conference Proceedings & Presentations*

**Huang, C. L. and Haried, P.** (2019). An Evaluation of Uncertainty and Anticipatory Anxiety Impacts on Technology Use, *International Journal of Human Computer Interaction*, Accepted and Forthcoming.

**Haried, P., Claybaugh, C., and Dai, H.** (2019). Evaluation of Health Information Systems Research in Information Systems Research: A Meta-Analysis, *Health Informatics Journal*, 25(1), 186-202.

**Haried, P., Claybaugh, C., Chen, L., and Chen, Y.** (2019). ERP Vendor Satisfaction: From Communication and IT Capability Perspectives, *Journal of Computer Information Systems*, DOI: 10.1080/08874417.2019.1566801.

**Sung, H. K., Song, C. I., and Yang, K. H.** (2019). Big Data Project Management by Agile Approach: In the Case of the Seoul Metropolitan City Owl Bus, *International Journal of Services and Operations Management*, accepted and forthcoming.

## MANAGEMENT DEPARTMENT

### Major (or double-major) in Management!

The Management major at UWL is a flexible degree that allows you to pursue your unique interests from among a variety of electives. If you do major in another field, such as Accounting, Marketing, or Information Systems, you





enhance your own marketability and career prospects if you also double-major in Management. So don't just plan for an entry-level job – major in Management and plan for a career!

### "Healthcare Analytics Management" Minor Offered



Healthcare Analytics Management (HAM) Minor is for business and non-business students majors, who are interested in careers in healthcare management. In the United States, we spend 17 % of our Gross Domestic Product for healthcare expenses; and there is a colossal demand for healthcare management professionals in healthcare industry. HAM provides a career path into this complex and exciting industry. Our program already has more than 40 students, and is supported by healthcare advisory board who are the executive directors of healthcare organizations, such as Mayo, Gundersen and LHI. Please contact the director of the HAM program, Uzay Damali ([udamali@uwlax.edu](mailto:udamali@uwlax.edu)) to learn more about the HAM minor.

Students are also encouraged to join to Healthcare Management and Life Sciences student organization which may help develop their networking and leadership skills. For more information, please contact to the president of the organization, Abby Christopherson ([christop.abby@uwlax.edu](mailto:christop.abby@uwlax.edu)) to get more information.

### Sustainable Business Minor Offered

Interested in learning how businesses can be more environmentally and socially responsible? Consider the 18 credit Sustainable Business Minor! Usually, the CBA offers the introductory MGT 310 (formerly BUS 310) each Fall semester, with electives offered each semester and the MGT 480 "capstone" course offered each Spring semester. 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.

The CBA will offer the following required and elective courses for the Sustainable Business minor in Spring 2020.

MGT 480 –Sustainable Business Capstone.  
MGT 408- The Global Resp. of Business  
MGT 493 – Green Logistics  
MKT 351 – Sustainable Marketing



An open advising session for all current and potential Sustainable Business minors will be held during pre-registration week (early November).

Sustainable Business Minors have the opportunity to study Sustainable Business in Ireland this summer (MGT 422 & MKT 351).

### Global Consulting Program heads to Slovakia for its 10<sup>th</sup> Anniversary!



This summer 15 UWL students worked on consulting projects for companies in Bratislava, Slovakia and another group will head there Summer 2020 for the 10<sup>th</sup> year of the program. They will work on applied business projects for companies in this European region – all while earning college credit (MGT 400). In previous years, students helped a variety of organizations, including Google Slovensko, Dell, AT&T, and even the U.S. Embassy. Students interested in learning more about the program should contact Dr. Christa Kiersch ([ckiersch@uwlax.edu](mailto:ckiersch@uwlax.edu)) for more information

### Course Offerings for Winter 2020

Interested in Winter/J-term classes? Consider one of the following courses (Check WINGS for details; all classes are contingent upon adequate enrollment):

MGT 393 – Production & Operations Management (online)

MGT 449 – Business Strategy & Policy (senior capstone; online)

### Course Offerings for Spring 2020

In addition to the courses required for the Management major and for the CBA core, we anticipate offering several undergraduate electives for Spring 2020. As you plan your schedule, consider taking one or more of the following:

- MGT 385 – Human Resource Management
- MGT 400 – Seminar on Management Topics
- MGT 400 – Seminar on Global Leadership Development
- MGT 402 – Healthcare Analytics Management
- MGT 420 - Entrepreneurship
- MGT 483 – Human Resource Development
- MGT 485 – Collective Bargaining & Negotiations
- MGT 493 – Green Operations Management
- MGT 480 – Sustainable Business capstone (for SB minors only)

### A Program in its PRME



The Department of Management is a signatory to the United Nations Principles of Responsible Management Education (PRME), which promotes the incorporation of social responsibility and ethics into the management curriculum.







### Get Involved With Management Research & Business Consulting!

Want to show your project-management skills to a prospective employer? Thinking of going to graduate school or law school some day?

Do you like pondering interesting questions? Then get involved with management research and business consulting!

Numerous faculty members in the Management department can work with you and guide you on research and consulting projects. If you look at the recent faculty publications on the Department of Management webpage you may find a professor who is interested in the same topics that you are. 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.

### Welcome to the Management Department!

The management department welcomes **Dr. Randika Eragudumoda** to the department. He joins us as a new Assistant Professor of Management after finishing his Ph.D. at the University of Texas – El Paso. Dr. Eragudumoda teaches courses related to Strategic Management and Sustainable Business.

Beginning in January, we will have another new colleague, **Ms. Christine Ascencio**, who is currently completing her Ph.D. in International Business at St. Louis University. We look forward to having her join us in the Spring semester to teach International Management and Corporate Social Responsibility courses..

The department also welcomes several other new colleagues who are supporting the department this semester including: Dr. Carolyn Bostrack, Dr. Vikas Patnaik, Ms. Linda Sherony, Ms. Stacy Trisler, and Ms. Liz Wallace. We appreciate the support to the department and students.

## MARKETING DEPARTMENT

### Marketing Faculty Highlights



**Dan Wallace**, Co-Author of [The Physics of Brand](#), published by Simon & Schuster, joined the Marketing Faculty in August, 2019. Dan completed his undergraduate at Arizona State University and his executive MBA at the University of St. Thomas. He started his career with Fallon, an international advertising agency, in Minneapolis. More recently, as President of Idea Food Inc., he

worked on consulting projects for corporate clients, such as IBM, Hormel, PETCO, Snap Fitness and the United Way. Dan will be teaching MKT 309 Principles of Marketing in fall & spring semesters.

**Elizabeth Crosby**, Associate Marketing Professor, is on sabbatical for the 2019-20 academic year. She is living in London and continuing her research work on various studies relating to consumer stigma. We wish Beth well in her endeavors and look forward to her returning to the department and classroom in Fall 2020.



### UWL Marketing Sales Competition Winners



On March 8, 2019, 20 marketing students, along with 4 student coaches, and 16 sales professionals from seven different organizations participated in the UW-La Crosse 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: **Megan Borgmeyer -1<sup>st</sup> Place, Zach Rasmussen-2<sup>nd</sup> Place, Reed Powell -3<sup>rd</sup> Place, Tyler Peterson-4<sup>th</sup> Place.**

This year's UWL's Eagle Sales Competition is scheduled for **March 6, 2020**. 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. In only its second year, this event featured 6-person teams of sales students competing against 14 other universities from across the country.



*Competing for UWL; Megan Borgmeyer, Breana Larson, Zach Rasmussen, Tyler Peterson, Dani Abbrederis, and Travis Berg. The team is coached by Marketing faculty member, Stacy Trisler.*







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

Students are preparing for the Great Northwoods Sales Warmup coming up in October. Students will compete against 23 other schools from across the United States. Representing UWL will be Megan Borgmeyer, Zach Rasmussen, Tyler Peterson, Travis Berg and Dani Abbrederis. Three of these students will compete, while the alternates may have an opportunity to compete.

### The RBI National Sales Challenge (NSC) - William Paterson University

The last competition for the 2019 Sales Team, taking place in later November, is the RBI National Sales Challenge. It will be UWL's first time participating in this premier competition, hosted by the Russ Berrie Institute Professional Sales at William Paterson University, and competing with International and national sales students. Corporate companies participate in recruiting and hiring professional sales talent. In this three-day event, top sales students from across the country meet with representatives from major corporations for an exciting sales competition.

### Eagle Sales Club

In an effort to provide sales-related opportunities to more students, members of this year's Sales Team are starting a student organization related to professional sales. Plan are in place to feature speakers who will talk on various sales topics, along with providing various opportunities or smaller competitions where students can practice their sales skills. For more information contact Tyler Peterson at [peterston.tyler2@uwlax.edu](mailto:peterston.tyler2@uwlax.edu) or Megan Borgmeyer at [borgmeyer.megan@uwlax.edu](mailto:borgmeyer.megan@uwlax.edu)



### The American Marketing Association

The American Marketing Association held their first meeting on Wednesday, September 11<sup>th</sup> in Wimberly Hall 102, where they will be meeting regularly on Wednesday evenings. They have a number of great events planned for the semester. Please see the AMA article under student organizations.

### Marketing Faculty Travel & Learn Internationally

#### International Marketing in London, Summer Program

This past summer, Dr. Beth Crosby and Dr. Ken Graham, led 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. Graham and Dr. Brokaw will again be leading the London Program in 2020. The application deadline for the 2020 International Marketing London Program is December 1<sup>st</sup>. 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. Ken Graham at [kgraham2@uwlax.edu](mailto:kgraham2@uwlax.edu).



### Global Consulting Program in Bratislava, Slovakia

Dr. Maggie McDermott, along with professors from the Management Department, led a group of 15 CBA students to Bratislava, Slovakia for a 22-day intensive international business consulting program. The CBA students were assigned to small, multidisciplinary consulting teams with 14 undergraduate and graduate students from Ekonomická univerzita v Bratislave (EUBA) in order to provide strategic plans for a real international business issue. The company clients included the U.S. Embassy, Siemens, Kone, TPA, Dell, American Chamber of Commerce. In addition to applying marketing, management, economics, finance, and other conceptual skills to real business challenges, all 29 students in the program took part in several team building and cultural immersion activities.

### Artificial Intelligence and Robotics in Service conference in Zaragoza, Spain

Dr. Marco Vriens attended the Artificial Intelligence and Robotics in Service conference in Zaragoza, Spain in June. The presentations were mostly about use, and perceptions, of robots in service interactions. The keynote address, by Professor Roland Rust and Maryland University, addressed the impact of AI on jobs. One key conclusion: jobs that require intuition and people skills will be replaced last by AI; analytical skills will be replaced second to last; and everything else will likely be done by AI by 2035, according to Professor Rust.

### Scholarships

With the help and support of many people across campus, there are multiple scholarships to be awarded specifically to Marketing majors for 2020-21.

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 **Libby Brugger** who was awarded the scholarship for 2019-20.





Awarded for its first time in 2019 to help support international travel, is **The Lowe Family International Studies Scholarship** in honor of Dr. Stephen Brokaw. Perry Lowe, UWL alum, and CEO/President of Six Month Smiles credits his international experience, while studying at UW-L, as being a life-changing experience and encourages current students to consider study abroad opportunities. The inaugural award recipient is **Jennifer Claerbaut**.

Other scholarships designated for Marketing students include the **Mike Ronca Marketing Scholarship** (awarded to **Mackenzie Schieble**) and the **Sue & Rob Frey Endowed Marketing Scholarship** (awarded to **Katherine Hibner**).

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 2020-2021 scholarships on October 1<sup>st</sup>. Applications are due by January 15<sup>th</sup>. 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 **October 29<sup>th</sup>** in Wimberly Hall. Please watch your email for more information. These sessions provide guidance and advice specific to students at particular stages in their academic career.



### 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 400, Sales Management & Technology**, will be offered for the first time in Spring 2020. This course will be taught by Stacy Trisler and is an elective in the Marketing major.

**MKT 467, Marketing Analytics**, will be offered in Spring 2020. The course will be taught by Dr. Marco Vriens.

**MKT 351, Sustainability in Marketing**, will be offered in Spring 2020. This course will be taught by Dr. Maggie McDermott and is an elective in the Sustainability minor.

**MKT 440 Comparative Marketing Systems** and **MKT 445 International Marketing Strategy** will be offered in London in summer, 2020! Drs. Ken Graham and Steve Brokaw 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.

### 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.

## INTERNATIONAL BUSINESS DEPARTMENT

### 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 in the UWL catalog, 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.

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

BUS 405: The Law of International Business Transactions

FIN 440: Multinational Finance

MGT 360: Global Perspectives on Business MKT 341: International Marketing (writing emphasis)

ECO 340: International Economics ECO 440: International Financial Economics

MGT 408: The Global Responsibility of Business

MGT 400: Global Leadership Development

IB 450: International Internship IB 499: Independent Study

You can also study abroad and earn IB electives this summer:

- Global Consulting Program in Slovakia (6 credit program)
- International Marketing Program in London (6 credit program)
- Sustainable Business in Ireland (6 credit program)

The Fall International Business Workshop includes an International Business Study Abroad Panel and additional time for academic advising. It will be held the beginning of November. Snacks and refreshments will be provided.

CBA students continue to be globetrotters. This summer and last academic year, CBA students ventured off to Argentina, Australia, France, India, New Zealand, Hungary, Denmark, Spain, Italy, Slovakia, United Kingdom, South Africa, Greece, Germany, Ireland, Czech Republic, Sweden, Israel, and China.

For the 10th year, students have the opportunity this upcoming summer to venture to Bratislava, Slovakia, to work with Slovak students on consulting projects for companies in the region. In previous summers, students worked on projects for Google, Dell, AT&T, the U.S. Embassy and many other large and small companies, while also exploring the culture and adventures in the country. The program will be led by Drs. Christa Kiersch and TJ Brooks, both who have consulting and international experience to share with the students





## SMALL BUSINESS DEVELOPMENT CENTER



### Wisconsin Small Business Development Center at UW-La Crosse

The SBDC at UW-La Crosse is part of a statewide network of SBDCs working with business owners and entrepreneurs to facilitate growth and improvement, and to help launch successful new companies. Through no-cost consulting, low-cost entrepreneurial education, and strategic facilitation, SBDC experts serve as resources for small and emerging midsize companies. The Wisconsin SBDC at UW-La Crosse is hosted by the University of Wisconsin System Administration, the UW-La Crosse College of Business Administration, and is funded in part through a cooperative agreement with the U.S. Small Business Administration.

SBDC training programs range from basic short courses to in-depth course programs, including an eight-week business plan writing workshop and several certificate programs in management. In 2018, the La Crosse area SBDC provided business consulting to more than 370 business owners and facilitated more than \$5.4 million in small business financing from regional lenders and investors. See more at [www.uwlax.edu/sbdc](http://www.uwlax.edu/sbdc).

### 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? Consider participating in the UWL Innovation Lab.

You can participate in this **FREE UWL Innovation Lab** by yourself or as a team. The program runs in the Spring term and will help provide opportunities to learn how to develop and pitch an idea as well as help you develop a business plan to launch your business. Participants will have the opportunity to participate in 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](mailto: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 sixth 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 International Business Model Competition (IBMC) in 2020. 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 2020. For more information, go to <https://wisys.org/events/bigidea> or contact the UWL SBDC at [sbdc@uwlax.edu](mailto:sbdc@uwlax.edu).

### Economic Indicators: An Update for the 7 Rivers Region

#### *Hemp – How Legalization of Hemp and Hemp Derivatives is Shaping the Regional Economy*

Thursday, October 3, 2019

The Bluffs in the UWL Student Union

521 East Avenue North

7:00-9:00 a.m.

Cost: \$25

Following a change in federal law, the State of Wisconsin passed legislation in 2018 that made it legal to grow industrial hemp. About 200 Wisconsin farmers then began to produce hemp. Farmers grow hemp for oil, seed, and fiber. Currently, there is significant interest in growing hemp to produce Cannabidiol (CBD), which is being marketed as a supplement for a variety of potential health applications. Many Wisconsin farmers are hoping that hemp can provide them with a new income source, especially since the dairy industry has been struggling for years. Join Professor Taggart (TJ) Brooks and an expert panel will take a deeper look at this topic.

UWL-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://economicindicatorsfall2019.eventbrite.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.



## STUDENT ORGANIZATIONS

### 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 opportunities.

This year's focus has been on building off of a tremendous 2018-2019 year. Last Spring, the UWL chapter was named the 5th largest AMA chapter, besting over 320 chapters from around the world.

This Fall, UWL's AMA is celebrating 40 years as a student organization on campus. As a marketer, it is crucial to know what makes you stand out from others. For this reason, the theme of the AMA's 40th year will be "Gain Your Edge". AMA's efforts this semester will







continue to focus on providing numerous enriching opportunities to aid our 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 the Hunger Task Force of La Crosse, and offering tons of application-based marketing projects!

Last year, AMA achieved something that it never has before. The UWL AMA chapter was awarded 3rd place in the national AMA Case Competition. The Case Competition is an opportunity that AMA members can participate in to gain real-world marketing knowledge. The case 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. This year's case was regarding the Wall Street Journal. The project managers from each group got the chance to present their case in front of the Wall Street Journal board and other AMA judges at the national conference last April. We are hoping for another top 10 finish this year, as AMA is participating in the 2019 Case Competition sponsored by Cotton Incorporated.

This Fall semester is brimming with opportunities including our trip to the UW-Eau Claire Regional Conference where about 50 AMA members get the opportunity to hear special speakers, attend a marketing-specific career fair, and compete in a variety of competitions. This allows students to network with professionals and other ambitious undergraduates with similar dreams. AMA meets every Wednesday at 7:00 p.m. in Wimberly 102. Feel free to contact Brett Gluth ([gluth.brett@uwlax.edu](mailto:gluth.brett@uwlax.edu)), President of AMA, for more information on how to join!

## BETA ALPHA PSI

Beta Alpha Psi is a premier international honors organization for Accounting, Finance, and Information Systems 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 on Wednesdays at 6pm in Centennial Hall Room 1303. Beta Alpha Psi hosts firms and professional speakers at these meetings. Our schedule is on our website to see which companies will be coming each week. If you have any questions about Beta Alpha Psi or are interested in joining, please visit our website at <https://uwlmyorgs.campuslabs.com/engage/organization/betalphapsi> or contact Ty Greco at [greco.ty@uwlax.edu](mailto:greco.ty@uwlax.edu)



## BETA GAMMA SIGMA



Founded in 1913, this international honor society recognizes outstanding academic achievements of students in collegiate business programs. Membership is by invitation only and open to juniors in the top 7%; seniors in the top 10% and graduate students in the top 20% of their class. Beta Gamma Sigma signifies Honor, Wisdom and Earnestness. If you would like to learn more, contact Associate Dean, Dr. James Murray ([jmurray@uwlax.edu](mailto:jmurray@uwlax.edu))

## 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](mailto: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 has been here at UWL for 50 years and is a larger collegiate chapter, with over 55 active members currently.

DSP is a perfect opportunity for business majors to get involved on campus and in the 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, a product drive for New Horizon's Women's Shelter, and more. Delta Sigma Pi also carries out fundraising events such as calendar raffles, CSC security events, and Kwik Trip partnerships. These fundraising events allow the Fraternity to send members to professional events all over the country for low to no cost and for us to have fun social events free to members. Delta Sigma Pi also hosts a range of professional activities that include company tours, Prep For Success, professional speakers, presentations with career services, and LinkedIn workshops. This past August, our chapter had the opportunity to send four delegates to Atlanta for the national Fraternity's bi-annual Grand Chapter Congress. This professional event allows members to network with people from all over the country, attend workshops, hear from speakers, and participate in business sessions. All of these different





events make Delta Sigma Pi a well-rounded organization that prepares its members for the real world.

This semester we have an array of community service events, professional activities, fundraising events, and socials that are coming up. The community service events that are planned as of right now include a New Horizon's product drive on September 12th, Glow in the Deke fundraiser for the local Boys and Girls Club on October 5th, fishing line clean-up in October, highway clean-up on October 26th, and a food drive for the UWL food pantry on campus sometime in October or November. The professional activities that we have this semester are a professional panel on September 17th, several professional speakers talking about their careers, a workshop with career services, and a workshop with an employee from LinkedIn. Fundraising events for the semester include working a security at a Badger football game versus Michigan State with CSC on October 12 and selling Kwik Trip gift cards and car wash cards. Social events this semester include a grill out, a get together, going to a haunted house, and more.

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/deltasigma>.

## 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 and Economics.

President - Anthony Vote  
Vice President - Neil Lenneman  
Treasurer - Troy De Bruin

## HEALTHCARE MANAGEMENT & LIFESCIENCES



**Healthcare**

Management & Lifesciences

The Healthcare Management and Lifesciences (HML) is a student lead organization open to all majors that aims helping students to develop skills to be successful at healthcare and medical services. This is an excellent organization for students who are thinking a career in healthcare industry. Students get many opportunities to network with alumni and healthcare professionals, as well as to organize events to develop leadership, teamwork and communication skills. Further, this organization closely collaborate with the Healthcare Analytics Management (HAM) minor designed to develop analytical and problem-solving skills, much needed in healthcare services. Contact HML president Haylee Stachow at [stachow.haylee@uwlax.edu](mailto:stachow.haylee@uwlax.edu) or HLM student advisor Uzay Damali at [udamali@uwlax.edu](mailto:udamali@uwlax.edu) with questions or for more information!

## INFORMATION SYSTEMS ASSOCIATION

The Information Systems Association (ISA) is a student organization committed to helping students develop practical skills used in the Information Technology field. Students in all areas of study are encouraged to join ISA as it provides students with the opportunity to gain Information Technology skills needed to succeed in today's workforce. Under the supervision of Dr. Nic Huang, the Information Systems Association has planned various events and activities. These events include guest speakers discussing IS careers, internships, and experiences. ISA also provides students with the chance to enter Data Analytics competitions to win scholarships. Be on the lookout for postings around campus for information on our upcoming meetings! Students who are IS majors/minors are strongly encouraged to join and participate in ISA. Our meetings provide excellent opportunities for networking as well as gaining first-hand knowledge of the IS field and its perpetual impact on business today.

If you are interested in joining Information Systems Association you can email us at [isa@uwlax.edu](mailto:isa@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 Tuesday at 7 PM.



## INVESTMENT CLUB

The student investment club meets every other Tuesday at 7 p.m. beginning on September 17th. Contact President Peter Go at [go.peter@uwlax.edu](mailto:go.peter@uwlax.edu) for more information. The meetings will be primarily interactive lectures, giving students the opportunity to learn about various topics in investing, beginning/managing their personal investments, preparing for a career in Finances, and networking with other like minded students. In addition, there will also be occasional guest speeches from professionals around the area in the Financial industry providing up-to-date industry practices and opportunities to learn about potential jobs. 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.

## SOCIETY FOR HUMAN RESOURCE MANAGEMENT

The Society for Human Resource Management (SHRM) is the world's largest association devoted to Human Resource Management. UW-L SHRM focuses on career development by hosting professional speakers on a variety of relevant topics, workshops for career development such as resume building, LinkedIn, and interviewing, and also a plethora of volunteer and social events. UW-L SHRM hosts meetings bi-weekly on Tuesdays from 6:30 – 7:30 pm in room 3315, Centennial Hall. This October, UW-L SHRM will be attending the 2019 WI SHRM State Conference in Wisconsin Dells, WI. UW-L SHRM is beneficial for any major and all UW-L students. Contact academic adviser





Christa Kiersch at [ckiersch@uwlax.edu](mailto:ckiersch@uwlax.edu) or President Dana Cale at [cale.dana@uwlax.edu](mailto:cale.dana@uwlax.edu) to join today!

## STUDENT ADVISORY COUNCIL



The Student Advisory Council for the College of Business Administration (SAC) is a student run organization on campus that actively works with the CBA's Dean's Office. Members of SAC develop professional skills, network with faculty, staff and local businesses to enhance their resumes and work closely with other students within the college. SAC also provides members with great leadership opportunities to help students gain experience and to become more active on-campus and specifically within the college of business. This semester we will be uniting the different CBA organizations in order to pass along information on upcoming events, running campus close-ups for prospective students, volunteering throughout the community, and creating social events for members to get to know each other. We also plan on sending out a survey to students this Fall to see what is going well and how the CBA can improve.

Any student with a major or minor in the college of business is strongly encouraged to join our organization! We meet every other Monday Starting September 16th from 5:30-6:30 in Wimberly hall Room 141. We are looking forward to a great and productive semester and would love to have you join us at our next meeting! If you have any questions or would like more information, feel free to contact Mitchell Knapp at [knapp.mitchel@uwlax.edu](mailto:knapp.mitchel@uwlax.edu).

## CBA STUDENT SENATORS

Student Senate meetings are on Wednesdays at 6pm in room 2310, the U. Our office hours will be posted to our Facebook page once available and on the University's Student Association website, so look out for those! We are looking forward to improving advising in the CBA, school safety, and more! Please reach out to us if you have any questions about student government and issues on campus.





**CBA ADMINISTRATION**

Accountancy.....	Dr. Mehmet Kocakulah
Economics .....	Dr. TJ Brooks
Finance .....	Dr. TJ Brooks
Information Systems .....	Dr. Peter Haried
Management.....	Dr. Nicole Gullekson
Marketing .....	Dr. Gwen Achenreiner
Small Business Development Center .....	Anne Hlavacka, Director
Academic Services Director.....	Nicole Vidden
Dean Assistant.....	Corinne Rheineck
Associate Dean.....	Dr. James Murray
Dean .....	Dr. Laura Milner

