

UW-La Crosse Newsletter

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DEAN'S OFFICE 138 W. Carl Wimberly Hall

Mid-Semester is March 10th, 2017

- Applications for admission to the Business Program are due. All business majors who will be eligible, and who are planning to start advanced (300-400 level) business courses in the fall of 2017, MUST APPLY for the program. Applications are available at the Dean's Office. Late applications may not be accepted. Applicants who are completing some of the admission requirements during the summer session, here or elsewhere, must also apply by this deadline. Not sure about the requirement? Check the Course Catalog: http://catalog.uwlax.edu/undergraduate/b usinessadministrationcba/#Admission
- Changes to students' majors and minors are done only through the Dean's Office. Changes will be accepted up until midsemester to facilitate the registration process and assignment of advisors. No changes will be done after that date until registration is over in May.
- Students planning to change to another college (Science and Health or Liberal Studies) must file a "change of program" form at the <u>new</u> college dean's office. These are also due by mid-

semester and will not be processed after that date until registration is complete in May. Change of Program forms are available at the CBA Dean's Office.

Advisor/ Advisee Assignments

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

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

Advising Information Online, etc.

NEW for SUMMER/FALL REGISTRATION

Effective immediately, there is a change in course number prefixes. Please note: this is only a change in the prefix for the course, content in each course will remain the same. If you have already completed a course, the number will remain the same on your transcript and advisement report.

Change in Course Number Prefixes:

BUS 230 is now ECO 230 BUS 205 is now BLAW 205* BUS 305 is now BLAW 305* BUS 405 is now BLAW 405* BUS 415 is now BLAW 415* BUS 300 is now MGT 301 BUS 310 is now MGT 310 BUS 450 is now MGT 480 MGT 300 is now MGT 302

*BLAW = Business Law

*All of the BLAW classes are housed in the Accountancy Department

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

Also visit the CBA's website: https://www.uwlax.edu/cba/

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

The CBA Curriculum Guide outlines all degree requirements (General Education, Business Core) and can be picked up from the Dean's Office in 138 Wimberly Hall. You can also access the guide here:

https://www.uwlax.edu/globalassets/academic s/colleges-schools/cba/docs/cba-curriculumguide-2017.pdf

Specific major and minor requirements can be found online in the course catalog: http://catalog.uwlax.edu/undergraduate/businessadministrationcba/#MajorsMinors

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

Registration for Summer and Fall 2017

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

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

Like the Dean's Office on Facebook!

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

https://www.facebook.com/UWL

CBA

May and August 2017 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:

- 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 Amber Maxwell (maxwell.amber@uwlax.edu).
- 3. After you have registered for your last semester, check your Advisement Report again to ensure you are meeting all requirements. The Dean's Office will also do a credit check of all students who have applied for graduation. No inperson credit check meeting is required, unless you have specific questions or concerns. Nicole or Amber will contact you via email if you have deficiencies and need to adjust your schedule.

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

Reminders

- 1. Dropping a class? The last day to drop a full-semester course is March 24th. Drop forms may be obtained from the Dean's Office; they require the instructor or student's faculty advisor signature.

 Students may not drop courses after this date.
- 2. Planning to complete a course at home over the summer? If you'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.
- 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 May 2017? Consider applying for the Hoeschler Award!

The prestigious Hoeschler Award is given each year to an outstanding CBA graduate from the academic year classes. Graduates from the 2016 August and December classes, as well as the May 2017 class, are invited to apply. Applications may be obtained from the Dean's Office, 138 Wimberly Hall. They are due by March 3rd. The Hoeschler Award recognizes a business graduate who has demonstrated outstanding achievement in their undergraduate program, with emphasis given to those who have been involved as leaders in special projects, community and entrepreneurial endeavors, and organizations, and who have demonstrated a creative approach to identifying, planning and executing one or more projects.

CBA Study Abroad Scholarships

If you are studying abroad in Summer or Fall 2017, consider applying for a CBA Study Abroad Scholarship. Dollar amounts are to be determined. Past scholarship recipients have received awards of approximately \$500.

Submit your application online at:

https://uwlacrosse.qualtrics.com/jfe/form/SVbvXeIUhc4CMQcE5

Please note that you will need to upload the following required attachments: Study Abroad Statement, Unofficial Transcript, and a Resume. Application deadline is March 24th.

DEPARTMENTAL UPDATES

ACCOUNTANCY DEPARTMENT

Banquet

The 34th Annual Spring Accountancy Banquet is scheduled for 5:30 PM, Wednesday, April 26, 2017 in the new student union on campus. A Meet & Greet for accounting majors to visit with accounting firms and businesses will be held the same day from 3 to 5 PM. All accountancy majors are encouraged to attend. This is an excellent opportunity to network with firms, businesses, and UW-L alumni. The Department of Accountancy awards its scholarships at the banquet. If you did not receive an invitation by February 28th, come to the Department of Accountancy office 415 Wimberly Hall.

Faculty Changes

Katie Rick began full-time January 2017. She has a degree in accounting and MBA from UWL. She is a licensed CPA, and has work experience as an auditor in public accounting, professional experience in private industry,

and teaching experience. Her teaching schedule includes the audit course. Katie is a professional log roller, and organizes summer tournaments for log rolling.

Mehmet Kocakulah will be starting full-time

for Fall 2017. He is coming to UWL after many years at the University of Southern Indiana. He has a B.S. from Eige University in Turkey, MBA from the University of Louisville in KY, and a PhD from Istanbul University in Turkey. Dr. Kocakulah and his wife enjoy spending time in northern Wisconsin during the summer.

Placement

BUS 350, Career Preparation, will be offered in the fall. Accountancy majors are strongly encouraged to take the course as a junior. Demand for UW-L accountancy graduates in professional positions and current accountancy majors in internships is very strong.

Accountancy Major

The accountancy major consists of eight required courses and one elective (28 total credits). The required courses are ACC 321, 322, 325, 327, 330, 418, 421, and 438. Students must have a 2.50 GPA in those 28 credits. The program may be changed by replacing the current two Intermediate Accounting courses (7 credits total), with three Intermediate Accounting courses (ACC 311, ACC 312, and ACC 313) for 9 total credits.

Accountancy Minor

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

Class Scheduling Information

Summer 2017

**Note: these courses will be offered online **

ACC 221 – Accounting Principles I ACC 222 – Accounting Principles II ACC 327 – Accounting Information Systems BLAW 205 (formerly known as BUS 205) - Legal and Ethical Environment of Business

Fall Semester 2017

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

Advising and Registration

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

Accountancy Tutors

If you need assistance with your ACC 221 or ACC 222 classes, tutors are available in the Murphy Library Tutor area. Hours are Mondays, Tuesdays, Wednesday and Thursday.

150-hour Curriculum and CPA Candidates

Passing the CPA examination is part of the process to become a licensed CPA. Wisconsin and Minnesota require 150 college credits to become a CPA. The department recommends that all students complete their 150-hour curriculum before starting employment in any jurisdiction. Students heading to other states should verify the licensing requirements in that jurisdiction.

ECONOMICS DEPARTMENT

Summer 2017 Courses:

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

Fall 2017 Courses:

The Economics Department will offer ECO 301, 305, 307, 308, 320, 321, 336, 340, 350, 440, 474. Some descriptions for of a few of these courses are offered below.

ECO 307:

During Fall 2017, Professor John Nunley will be offering Eco 307 – Introduction to Econometrics, which takes an applied approach to investigating a number of interesting empirical questions. What is the benefit (in terms of earnings) of an additional year of schooling? Do smaller class sizes positively affect test scores? Is the adoption of laws that made it easier to divorce in the 1970s responsible for skyrocketing divorce rates observed over the same time period? Does spending more on the campaign trail result in a higher probability of being elected?

An important component of the course is for students to learn how to use the statistical-software package R, which is used by researchers across many disciplines. Learning

to use statistical software, such as R, is a skill that many employers value, making it a nice addition to one's résumé. Students will learn many applied skills, including data management, how to create and manipulate variables, and how to estimate and interpret the output from statistical models. While the course requires some technical skills (e.g., knowledge of elementary statistics), it will be accessible to students from any background.

ECO 321:

Dr. Hoffer will teach – Modern Political Economy – as a night class this Fall.

Modern Political Economy explores how the interaction between economics and politics in a democracy yields much of the public policy that exists in the world today. By analyzing various political and economic environments, the course will consider the way in which economics can influence politics and how the political environment of an economy can in turn influence the economic outcomes. Plus, there is Trump!

ECO 350:

Looking to understand more about healthcare and health policy? Health economics covers topics ranging from individual's decisions to exercise or smoke to why pharmaceutical companies make so much money and how your doctor gets paid. We also examine how healthcare in the U.S. differs from systems in other countries and discuss current policy issues - including the evolving impact of the Affordable Care Act. For Fall 2017, the course has been renumbered as ECO 350. The only pre-requisite is ECO 110, its open to all majors (including non-CBA), and business students can take it before being admitted to the CBA.

ECO 474:

Monetary Unions. Have you heard of BREXIT? What about GREXIT? Will Greece be kicked out of the Euro? The focus of the course will be on comparing and contrasting the United States as a monetary union with that of the European Monetary Union. We will discuss the economic requirements of an optimum currency area, while drawing connections and parallels to the Maastricht treaty. We will also discuss the likelihood of continued success for the Euro and the countries of the Euro Area.

ECO 499

Mathematical Economics - 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 the independent study.

Faculty Research

In April, Laurie Miller and Betsy Knowles will be presenting their research on student learning at the UW System's Spring Conference on Teaching and Learning, "At the Crossroads: The Future Landscape of Learning". Miller's research explores the transfer of knowledge with respect to economic models. Knowles' research examines the impact of social psychological interventions on student mindset and sense of belonging in order to improve academic outcomes. In addition, Knowles will participate in an interdisciplinary panel discussing methods for fostering a growth mindset in "gateway" classes.

Dr. Hoffer is searching for participants for an economics experiment. Volunteers can earn between \$5 and \$40 for spending one hour in a computer lab in Wimberly Hall, while enjoying some snacks. Participation involves completing a short questionnaire, watching an instructional video, and playing a video game for about 30 minutes. Dr. Hoffer has open spots from 7:00-8:00pm beginning March 9th. Please contact him if you are interested in participating, ahoffer@uwlax.edu.

Source for Economics And Related Careers Help (SEARCH)

SEARCH has been busy this spring preparing economics majors and minors for life after UWL. Students have attended workshops to prepare for Spring Career Fair, to adopt proactive strategies for discovering career paths that fit their interests and talents, and to discuss options for graduate school with those considering masters or PhD level study. SEARCH is also holding film and discussion events on important economic and social issues. Coming up in March we'll watch and discuss the documentary Inequality for All. As registration time approaches SEARCH will organize a panel to help underclassmen choose courses with advice from upperclassmen. Want to join? Econ majors and minors can email Mary Hamman with SEARCH in the subject line mhamman@uwlax.edu. Haven't formally declared the major or minor yet? Join anyway and learn how studying economics can help enhance your career success.

Economics of Education Conference

The Department of Economics, led by Professors Michael Haupert and John Nunley, is planning to host a conference focused on the economics of education in Fall 2017. The conference will feature Susan Dynarski (University of Michigan), David Jaeger (City University of New York) and Matthew Wiswall (University of Wisconsin—

Madison). The conference will begin on Thursday, October 19th with a panel discussion on education policy. On Friday, October 20th, the guest speakers will present their research as well as leading research by others in the field. The conference will be free to attend for students, community members, business leaders, legislators and policymakers. The program for the conference will be circulated in late-spring.

The Wisconsin Initiative for Economic Research

Dr. Hoffer's grant funded, Wisconsin Initiative for Economic Research, is hosting several events during the spring semester. All events are free and open to the public.

- •The Second Annual Financial and Sports Economics Symposium will comprise four nationally-renowned speakers. The Symposium will take place from 4-8 p.m. Friday, April 28, in the Brian and Lori Hesprich Auditorium, 260 Graff Main Hall. Advanced registration is recommended using this link. Speakers include: Craig Benzel, '91, vice president of Sales and Business Development for the Green Bay Packers; Russ Sobel, professor of Economics and Entrepreneurship at the Citadel; Adam Carroll, a financial literacy expert whose TED talks have more than one million views; and Billy Corben, an Emmy and Peabody Awardwinning filmmaker. The event will be cosponsored by the La Crosse Money Smart Week and UWL's It Make\$ Cents program.
- •Three financial literacy sessions are also planned during Money Smart Week. Sessions will be tailored for specific groups including, student teachers, children and young adults and parents and grandparents who may wish to teach their children about financial education. Dates and times of these events were not set at the time of publication.
- •Russ Sobel, professor of Economics and Entrepreneurship at the Citadel, will lead an engaging discussion of the role of entrepreneurship in the economy. His talk will emphasize the importance of entrepreneurship to promote prosperity, the challenges facing entrepreneurs, and what government can do to help promote entrepreneurship.
- •Elizabeth Martin, the Senior Manager Sales, Service, and Marketing Partnerships for the New York Red Bulls, will present on Wednesday, April 18th from 5:30-7:00pm in 230 Wimberly Hall. She will present numerous examples of entrepreneurial opportunities and partnerships in professional sports leagues.
- •The Initiative hosts a catered discussion group on Wednesday evenings from 7:00-8:00 PM in the Wimberly Hall 4th floor faculty

lounge. The group discusses current economic news and development on a wide range of topics, including political economy, sports economics, education, and others.

FINANCE DEPARTMENT

Welcome! Integrated Core Course Offering

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

Temte Scholarships

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

Investments Club and Competition

The UWL Student Investment Club meets every other Wednesday at 7 p.m. in Centennial 2313. We are currently conducting the first ever investment competition, sponsored by the Spellman Student-managed Fund. The entrant with the highest return will win \$25, and the entrant chosen as best overall investment will win a \$100 grand prize! The winner may also be invited to make a stock pitch to the Spellman Board. Contact President Ryan Trabant at Trabant.ryan@uwlax.edu for more information.

It Make\$ Cents!

It Make\$ Cents! is a financial literacy program that offers all UW-L students financial information and promotes financial success. A number of activities are scheduled for this semester. If you would like information on financial literacy, please contact Diana Tempski at dtempski@uwlax.edu or visit the It Make\$ Cents! website at http://www2.uwlax.edu//itmakes-cents/.

Class Scheduling Information

Summer Term: Session I

Principles of Financial Management (FIN 355) will be offered during Summer Session I 2017. The course will be offered in online format. For more information about the course, contact Professor Diana Tempski (dtempski@uwlax.edu) or stop by the Finance Department.

Money and Capital Markets (FIN 390) will be offered online during Summer Session I 2017. For more information about the course, contact Dr. Wolf (rwolf@uwlax.edu) or stop by the Finance Department.

Session II:

Personal Finance (FIN 207) will be offered during Summer Session II, 2017. The course will be offered in an online format. For more information about the course, contact Professor Diana Tempski (dtempski@uwlax.edu) or stop by the Finance Department.

Principles of Investments (FIN 380) will be offered online during Summer Session II, 2017. For more information about the course, contact Dr. Stivers (astivers@uwlax.edu) or stop by the Finance Department.

All course offerings are contingent on enrollments.

Fall Term Electives

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

Life Insurance (FIN 361), which has FIN 360 as a prerequisite, will study life insurance and its relationship to financial planning. Topics covered are the determination of financial needs for survivors resulting from premature death of a family member, concepts of life insurance and annuities including quantitative foundations, policy provisions, comparisons

of alternate products, and taxation issues. Please contact Dr. Sun (tsun@uwlax.edu) for more information.

Management of Financial Institutions (FIN 410) provides students with an understanding of the operations and managerial decisions necessary for a banking institution to be successful in a variety of economic environments. The prerequisite for this course is completion of Money and Capital Markets (FIN 390) or Money and Banking (ECO 301). Professor Brye (cbrye2@uwlax.edu) teaches this timely course; please contact him for more information as necessary.

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

Investment Analysis and Portfolio Management (FIN 475/575) provides an indepth investigation of modern concepts of asset ownership, risks and the reduction of risk through portfolio construction. An efficient markets approach to contemporary capital market and portfolio theory with applications to investment management. The course also provides opportunity for students to participate in the Gordon Spellman Student Managed Investment Fund. This is a great experience for all finance majors, but especially those with an interest in investments. Prerequisites include FIN 380 and admission to business. Please contact Dr. Linna (ilinna@uwlax.edu) for more information.

Finance Group II Elective:

In Principles of Insurance (FIN 360), open to all CBA majors, students learn about a variety of risk management concepts, insurance industry practices, and common insurance contracts. Although the course is primarily an introduction to the topic of risk management for the firm, some attention is given to personal insurance for the home, automobile, life, and health. The prerequisite for FIN 360 is completion of ACC 221. Please contact Dr. Sun (tsun@uwlax.edu) for more information.

Gen Ed Course:

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

prerequisites. Please contact Professors Brye (cbrye2@uwlax.edu) with questions about the course.

Winter School Offerings

The Department of Finance plans to offer Principles of Financial Management (FIN 355) and possibly Personal Finance (FIN 207) during the winter session. Please consult with your advisor during scheduled advising times for advice and more information on the availability of these courses.

Faculty and Staff Notes

Dr. Borah is the advisor for the Financial Management Association (FMA) student chapter. Please note opportunities for involvement with the FMA student chapter elsewhere in the newsletter. Dr. Borah serves on the International Business Advisory Committee (IBAC) for the College of Business. She also serves on the university graduate curriculum committee (GCC) and the faculty development committee.

Professor Brye is the President of the Board of Directors at the Viroqua Food Cooperative and serves on the advisory board for Wisconsin Mutual Insurance Company. Dr. Kim serves on the CBA Graduate Committee. Dr. Lim serves on the Assurance of Learning Task Force. Dr. Linna advises students involved with the Gordon Spellman Student Managed Investment Fund and co-advises the Investments Club.

Professor Tempski is very active in service to both the University and local communities. She serves on the UW-L Online Advisory Board and the Marine Credit Union Foundation Board. She is an active volunteer in Arcadia, where she lives, and is the vice chair of the Zoning Board of Appeals in Arcadia. Finally, she serves on the advisory board of the It Make\$ Cents! financial literacy program. Please note opportunities for involvement with the It Make\$ Cents! program elsewhere in the newsletter.

Ms. Maureen Spencer, our ADA, is the campus coordinator for Jeans Day Fridays. The funds raised through this activity go to support various local charities. She also serves as the Outgoing President of the Parish Council of Catholic Women (PCCW). Dr. Wolf serves as a Board Member of Marine Credit Union. He is also on the UW System Tax Sheltered Annuity Review Committee and on UW-L's Joint Promotion Committee.

Advising and Registration

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

Tutors & Other Assistance

If you need a little help to understand your latest finance assignment or lecture, we urge you to visit our tutor located in 404 Wimberly Hall. Rachel Nolan will be pleased to help you with your questions. Her hours are Mondays 2:15-3:45 p.m., Tuesdays 1:00-2:00 p.m., Wednesdays 11:00 a.m.-12:30 p.m. and Thursdays 9:45-10:45 a.m. Administrative assistance can be obtained from our program assistant, Ms. Maureen Spencer, whose office is in 404A Wimberly Hall.

INFORMATION SYSTEMS DEPARTMENT

Faculty Recruitment

Recruitment of Dr. Dai's replacement has entered the final stage. The IS department has completed campus interviews with the top three candidates and is ready to extend an offer. We are hopeful that we can conclude the recruitment soon under the very competitive market for IS faculty.

Consider to join the Health Information Systems Management (HISM) Minor

If you have an interest in the healthcare industry and would like to join the ongoing effort in improving healthcare using ICT, then the HISM minor is right for you. The objective of the HISM minor is to infuse pertinent, up-to-date health information systems knowledge into the students who will take on responsibilities in using information systems to manage medical practice and/or make clinical decisions to improve the quality and efficiency of healthcare delivery. This minor could also help non-healthcare students broaden their employment prospect to include healthcare related positions. The HISM minor is a two-year program that can be fast-tracked through in one year with careful planning. Both the IS minor and HISM minor programs are welcoming new students for the fall 2017 class. Applications are accepted anytime and processed right away.

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

The online HIMT program continues to grow remarkably. As of the beginning of this semester, the program had more than 180

students, surpassing the enrollment target of 165. It has started to make profit since last year and a small percentage (10%) of the profit has been allowed to stay in the Department for use in faculty development and teaching enhancement. We are proud of our ability to bring additional financial resource to UW-La Crosse through this online program.

Fall Course Offerings

Given the current and anticipated faculty turnover, the course schedule for the coming fall has been set tentatively. Changes will be made to the schedule as the personnel situation becomes more certain. As having been planned, 8 sections of IS 220 will be offered with a total of 240 seats available. Again, a waiting list will be available in Wings for each section offered. Due to the restriction of Wings on managing complex courses with discussion/lab components, automatic enrollment into open seats will not be carried out. Instead, students will be notified of override opportunity when seats are available and must go online to enroll in the assigned course sections. Please understand that you will be assigned the preferred lecture section, but not the discussion section.

Planned offering of other high-level IS courses is as follows: one section each of IS 320 and 321 will be offered by Dr. Yang, and Dr. Haried will teach one section of IS 401 and 370. It is also anticipated that our new faculty-to-be will offer one section of IS 340. Typically, we offer IS 435 in the spring semester. However, the course might be offered online in the coming fall if sufficient demand exists. Students who are interested in taking this course should put themselves on the wait list as the course will be closed until the queue reaches CBA's minimum class size.

Summer Session Course Offering

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

Research Grants

Both Dr. Haried and Dr. Yang received the 2017 CBA Spring Research Grant.

Faculty Research Output

Haried, P. and Ramamurthy, K. (2017). Lessons Learned from Global Information Technology Offshoring: Client and Vendor Perspectives in Global Sourcing of Services, Singapore: World Scientific, 137-175. Haried, P. (2017). Past, Present and Future of Healthcare Information Systems Research: A

Content Analysis of the Research, American Society of Business and Behavioral Sciences. Yang, K.H. and Lee, Y.C. (2017) Can Ethics be Used as a Tool of Information Security Management? Accepted for presentation at the 34th Annual Pan-Pacific Conference, Lima, Peru, May 29-31.

INTERNATIONAL BUSINESS DEPARTMENT

For the Fall semester course offerings:

BLAW 405 (formerly known as BUS 405): The Law of International Business Transactions

MGT 360: Global Perspectives on Business

MKT 341: International Marketing

ECO 340: International Economics

ECO 375: International Development

MGT 408: The Global Responsibility of Business

MGT 430: Comparative Management Systems

IB 450: International Internship

IB 499: Independent Study

International Business Workshop

The Spring International Business Workshop, which includes a panel of alums working in the field of International Business and additional time for academic advising, will be held Wednesday, April 5 from 5:30-7:00pm in Centennial's Hall of Nations. Pizza and refreshments will be provided. Come to learn more about what you can do in the field of IB!

CBA Students Continue to Be Globetrotters



In the fall, winter and spring semesters, 33 students left UWL for studies in Ireland, Chile, New Zealand, South Korea, Germany,

Hungary, Malta, Denmark, Spain, Czech Republic, Australia, Italy, Costa Rica and the United Kingdom.

This upcoming summer, 12 CBA students will venture to Bratislava, Slovakia, to work with Slovak students on consulting projects for companies in the region. This International Business Consulting Program is in its seventh year at UWL. In previous summers, students worked on projects for Google, Dell, AT&T, the U.S. Embassy and many other large and small companies, while also exploring the culture and adventures in the country. The program will be led by Drs. Maggie McDermott and Nese Nasif, both who have great consulting and international experience to share with the students. If students are interested in learning more about the program for future summers, you should contact Nicole Gullekson (ngullekson@uwlax.edu).

UWL London Program

CBA students will also participate in the UWLondon program this summer, with their choice of two of different CBA tracks: Business Capstone Program or International Marketing Program. Both programs are led by UWL faculty and housed at London South Bank University.

Business Capstone Track

The Business Capstone Track combines two courses, the business capstone Administrative Policy Determination (MGT 449) and Green Operations (MGT 493) to provide business seniors the opportunity to conclude their degree with a global immersion experience in London. The International Marketing Track combines International Marketing Strategies (MKT 445) and Comparative Marketing (MKT 440), both which count as electives in the IB major and minor. Home to 75% of the top 500 global companies, London has unparalleled links with international businesses. Students will have the opportunity to apply their knowledge in a real world, global context, and visit and interact with business executives from the very companies we talk about and discuss in class. The Capstone track will be led by Drs. Ana Iglesias and Drew Stapleton and the Marketing track will be taught by Dr. Beth Crosby.

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

MANAGEMENT DEPARTMENT

Major (or double-major) in Management!

Each January, the job website Glassdoor.com identifies the most in-demand jobs for the upcoming year. Of the top twenty for 2017, about half of them have the word "Manager" or "Administrator" in the title, or are otherwise related to management, such as: Human Resource Manager, Strategy Manager, Analytics Manager, Corporate Recruiter, Supply Chain Manager, and Production Manager (most of the other jobs are more technical, like "Mobile App Developer"). Two such positions involve managers working in the Accounting field: Tax Manager and Audit Manager. National average salaries for these in-demand jobs (with several years of work experience) ranged from \$60,000 to \$130,000 per year with average job satisfaction scores of 4.3/5 or higher.

This report suggests two things: First, career prospects are bright for those who major in Management. The Management major at UW-L is a flexible degree that allows you to pursue your unique interests from among a variety of electives. Second, if you do major in another field, such as Accounting, Marketing, or Information Systems, you enhance your own marketability and career prospects if you also double-major in Management (or pursue a Master's degree in Business Administration). So don't just plan for an entry-level job – major in Management and plan for a career!

Strengthen Your Core!

Juniors and Seniors: Have you signed up for CBA Integrated Core? You should!!!

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



The Integrated Core will be offered again this Fall. It is a great way to apply and integrate knowledge from these business courses, help local businesses, and add something to your resume' – all at the same time! Seating is limited. Students interested in the Integrated Core for Fall 2017 should contact **Dr. Christa Kiersch** (ckiersch@uwlax.edu) for more information.

BUS Course Renumbering

Many popular courses with a BUS prefix have been re-designated with the labels of the departments that usually teach those courses (e.g., BUS 230 becomes ECO 230). This will improve accountability and course tracking. This change affects several BUS courses in the Management area, especially when the same course number was used (e.g., BUS 300 & MGT 300). Here is a handy guide to the relabeling as it affects Management-taught courses:

*BUS 300 (Business Communication) becomes MGT 301

*MGT 300 (Advanced Business Communication) becomes MGT 302

*BUS 310 (Introduction to Sustainable Business) becomes MGT 310

*BUS 450 (Capstone in Sustainable Business) becomes MGT 480.

New "Pre-Core" Business Communications Class Offered



The College of Business added a "pre-core" Business Communications course for sophomore-level students, effective for those admitted under the Fall 2016 UW-L catalog. One section of the course will be offered Fall, 2017, and it will be taught by Mr. Scott Reber. (The course was originally numbered BUS

300 but has since been renumbered MGT 301.) Unlike most 300-level MGT courses, you do not need to already be admitted to the CBA to take this course. So if you are a transfer student or came to UW-L with sufficient college credits to be a sophomore, please consider this opportunity. Spring, 2018 we plan to offer more sections of the course.

Calling All Future Leaders!

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

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

Innovative International Case Study Features University of Wisconsin La Crosse Management Students

Last year, **Dr. Drew Stapleton's** Supply Chain Management students participated in a multinational case study experience with over 625 university students from 13 universities. The project implemented globalization, critical thinking skills, data interpretation and analysis, and virtual teamwork using worldwide dispersed student groups.

Originally initiated in 2011 with four collaborating universities, the international Global Workgroup Project case has grown to include over a dozen U.S. universities including Auburn University (Alabama), UW-Madison, Air Force Academy, Texas Christian University (Texas) and The Citadel (South Carolina). Over a dozen international universities now participate, including universities in France, the UK, Peru, Morocco, Austria, Finland, Singapore, Thailand, and Uruguay.

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

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

This assignment was the winner of the 2014 AACSB Bizzell Teaching Innovation Award and a finalist for the 2014 Wharton "Re-Imagine Education" worldwide competition. It was the fourth time that UWL participated in this innovative instructional approach. To date, over 3,700 students worldwide universities have participated, and twice a student from UWL placed among the top, including a perfect individual score in 2014. In fall 2015, a student scored in the top 10%. The class will be offered again in Fall Semester, 2017.

Class Scheduling Information

Summer Classes 2017:

This summer several UW-L students will be heading to Bratislava, Slovakia, for the 7th year of the Global Consulting Program. They will work on applied business projects for companies in this European region – all while earning college credit (MGT 400). In previous years students helped a variety of organizations, including Google Slovensko, Dell, AT&T, and even the U.S. Embassy. Students interested in learning more about the program should contact Dr. Nicole Gullekson (ngullekson@uwlax.edu)

Study in London this summer!



During Summer Session II (mid-June to mid-July), students have the opportunity to take MGT 449 ("Administrative Policy Determination") and MGT 493 ("Green Operations Mgt.") in London. While initial registration has filled the seats for these courses, openings sometimes occur. If you

are interested, contact Dr. Ana Iglesias (aiglesias@uwlax.edu)

Interested in something a little closer to home? Make UW-La Crosse a part of your summer plans!



If you have been admitted to the College of Business or will be before summer, consider one of the following courses (all offered Summer Session I: Mid-May to Mid-June):

- MGT 308 Behavior & Theory in Organizations, offered by Dr.
 William Ross (on campus)
- MGT 393 Production & Operations Management, offered by Dr. Drew Stapleton (on campus)
- MGT 449 Administrative Policy Determination, offered by Dr. Anup Nandialath (Internet)

Fall Electives 2017

Fall of 2017, the Management Department will offer several undergraduate electives. If you are a Freshman, pondering whether to pursue a business major, you might consider taking MGT 100, "Introduction to Business." If you are a Junior or Senior, as you plan your schedule please consider taking the following elective classes:

- MGT 302 Advanced Business Communications (previously MGT 300), offered by Mr. Scott Reber.
- MGT 310 (BUS 310) Principles of Sustainable Business, offered by Dr. Henry Petersen.
- MGT 400 Applied Business Decision Making & Analytics, offered by Dr. Ana Iglesias
- MGT 400 Advanced Mgt. Research Methods & Consulting, offered by Dr. Anup Nandialath
- MGT 420 Entrepreneurship, offered by Mrs. Kelly Nowicki
- MGT 430 Comparative Management Systems, offered by Dr. Justin Kraemer

- MGT 483 Human Resource Development, offered by Dr. William Ross
- MGT 485 Collective Bargaining & Negotiation, offered by Dr.
 William Ross
- MGT 492 Supply Chain Management, offered by Dr. Drew Stapleton



The Management offered an elective in strategic analytics this fall, taught by Dr. Ana **Iglesias**, assistant professor with over 10 years of experience in IT and consulting. Analytics is a fast-growing interdisciplinary field, focusing on the analysis of data to extract knowledge and insight to drive strategic decisions. Dr. Iglesias worked with the Small Business Development Center to identify clients in the La Crosse business community, and her students developed strategic dashboards for seven clients. The class held a Project Kickoff Event at the Hall of Nations with the participation of the business partners: Black River Distributing, Grand Bluff Running, The Great Escape, Home Maintenance Experts, Outside-In, Performance Elite Gymnastics, and Trane/Ingersoll Rand. The course will be offered again in the fall of 2017 as a MGT 400 elective.

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 (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. Fall,

2017, the Management Department plans to offer the following courses in the minor:

- MGT (BUS) 310 Principles of Sustainable Business
- MGT 408 Global Responsibility of Business

Get Involved With Management Research & Business Consulting!



Want to show your project-management skills to a prospective employer? Thinking of going to graduate school or law school some day? Do you like pondering interesting questions? Then get involved with management research and business consulting! Numerous faculty members in the Management department can work with you and guide you on research and consulting projects. If you look at the recent faculty publications (below) or visit the Department of Management webpage (http://www.uwlax.edu/Management/Researc h/) 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 increase your understanding of management concepts.

Scholarship Opportunity

If you are majoring in Management, consider applying to the **Lora Greene scholarship** fund.



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

Dr. Kraemer plays a key role in X-Culture Project

X-Culture is an (ever-growing) association of universities, business, professors and students assisting organizations around the world. As of 2015, 4,000 master's and undergraduate students from over 100 universities in 40 countries on six continents participate in X-Culture in a given semester. Therein, students who register in one international business course team up with students from other courses from around the world to work on projects for actual companies. Each year the best student teams are invited to present their work to company representatives at a conference.



Dr. Justin Kraemer, a member of the Management department, was fortunate to not only have his students participate in X-culture in the past but recently became the database

architect, a prestigious honor for UW-L. The database stores multi-level, multi-source and longitudinal data. It is a useful resource for faculty working on international business management research. There are currently more than two dozen research projects underway using this database. If you would like to know more about X-culture, feel free to review the latest newsletters (http://x-culture.org/newsletter/).

Faculty Research

Congratulations, Grant Recipients!

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

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

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

Justin Kraemer, "X-Culture Data Preparation"(Funded), External Grant, Sponsored by University of North Carolina at Greensboro, \$10,000. (June 1, 2016).

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

Henry Petersen, "Supply chain risks: how supplier behavior can affect you and what to do about it"(Funded), UW-L Faculty Development Grant, \$5000.

Books & Book Chapters:

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

Journal and Magazine Articles:

Panzone, L., F. Lemke, & **Petersen, Henry L.** (2016). A Framework to Understand Consumer's Assessment of Causality of Environmental Damage in Food Chains. *Technological Forecasting & Social Change*, 111, 327-337.

Nandialath, Anup (in press). Macroeconomic Determinants of International Financial Reporting Standards (IFRS) Adoption: Evidence from the Middle East North Africa (MENA) region. *Accounting & Taxation*.

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

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

Pande, Vivek, Gillespie, James, & Stapleton, Drew. (2016), "Elderly Prisoners and Medicare," *Journal of Leadership, Accountability & Ethics, 13* (1), 11-29. Reinsch, Roger, Ross, William, & Hietapelto, A. B. (2016). Employer's Use of

Hietapelto, A. B. (2016). Employer's Use of Social Media in Employment Decisions: Risk of Discrimination Lawsuits. *Current Topics in Management*, 18 (1), 153-182.

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

Conference Papers & Proceedings:

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

Tucker, M. L., Pueschel, A., Hartman, K., **Gullekson, Nicole** (June, 2017), "Enriching Success via Grit and Growth Mindset:

Exploring the currents created by personal perceptions of learning," Organizational Behavior Teaching Conference Annual Conference, Providence, RI,

Leslie, L. M., Bono, J. E., **Kim, Yeonka**, & Beaver, G. (August, 2016). "On Melting Pots and Salad Bowls:

Meta-analysis on the consequences of different diversity ideologies." Best Paper Proceedings of the 2016 Academy of Management Annual Meeting, Anaheim, CA.

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

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

Chung, K and **Kraemer, Justin** (August 8, 2016). "Moral Muteness of Faculty in Management Education." Academy of Management, Anaheim, CA.

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

Petersen, H. L. (Co-Author/Co-Presenter), Lemke, F. (Co-Author/Co-Presenter), (Sept., 2016). "A Responsible Service Dominant Logic." International Colloquium on Relationship Marketing, Toulouse University,, Toulouse, France.

Nelson, Sophia, Management student, "The Missing Link Between Sustainable Awareness and Sustainable Practices". Faculty mentor: **Henry Petersen**. Presented at the UW-System Symposium for Undergraduate Research and Creative Activity, UW-Stevens Point, April, 2016.

Community Engagement, Professional Service, & Faculty Development:

Iglesias, Ana served as a manuscript reviewer for the Midwest Academy of Management Conference held in Fargo, North Dakota, October, 2016.

Iglesias, Ana & Gullekson, Nicole have served with the UW-L Strategic Planning Action Team which helped develop UW-L's

new strategic plan and methods for implementing the new strategic plan. For information about UW-L's plan visit: https://www.uwlax.edu/info/strategic-planning/

Gullekson, Nicole has two presentations at the UW System Spring Conference on Teaching and Learning (April 20-21, 2017): "Using Study Abroad Programs to Develop Global Leadership Competencies," and "UWL College of Business Integrated Core Program: A Method for Collaborative Teaching and Learning." La Crosse, WI.

Kiersch, Christa, (August 30, 2016). UWL Conference on Teaching and Learning, UWL, La Crosse, WI, "Learning about Leadership by Developing your Own."

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

Anup Nandialath has served as an ad hoc reviewer for the following journals in the past year: International Journal of Emerging Markets, International Journal of Human Resource Management, and Technological Forecasting & Social Change.

Kelly Nowicki serves on the UW-La Crosse Foundation Board. She also serves on numerous Foundation committees.

Kelly Nowicki completed the "Social Entrepreneurship" Training Program offered by the United States Association of Small Business & Entrepreneurship, Kansas City, MO, (2016).

Henry Petersen is a Special Issue Editor of a forthcoming issue of the *Journal of Technological Forecasting and Social Change*.

William Ross serves on the Editorial Board of the *International Journal for Conflict Management*, the Editorial Board for *Negotiation and Conflict*

Management Research, and was an ad hoc manuscript reviewer in 2016 for the International Journal of Services Technology & Management.

MARKETING DEPARTMENT

Mass Advising Scheduled for March 29th



Please join us on Wednesday, March 29, 2017, from 4-7 p.m. for marketing advising. Advisors will be available in CWH 323 and CWH 316 Marketing offices.

Advising presentations for students at critical stages in their academic career are being offered in CWH 326 and will provide guidance and advice specific to the needs of students at this stage.

CWH 326 Presentation Schedule

- * 4:00-4:30 p.m. Marketing majors currently enrolled in ACC 221
- * 4:45-5:15 p.m. Marketing majors currently enrolled in ACC 222 and MKT 309
- * 5:30-6:00 p.m. All Freshmen

If you are at one of these critical stages, you are expected to attend the presentation and meet with an advisor one-on one afterward. Ideally, you should try to meet with your assigned advisor during this time but if s/he is not available, feel free to talk with another advisor. No one-on-one registration advising appointments will be scheduled before April 1st

Marketing Alum to Speak for April First Friday Speaker Series

Perry Lowe currently serves as President and CEO of Six Month Smiles LLC, a Huron Capital Company. After founding Axis Dental in 1996, he sold the business to Danaher where he served as President for three integrated companies that operated as Axis|SybronEndo, part of the KaVoKerr Group. He holds a Bachelor's Degrees in Marketing and Political Science, and studied abroad for one year at the University of Swansea Wales. Throughout his career, he has created value through scaling organizations, strategic planning, leadership, and organizational development. Perry served as Chairman of the Dental Trade Alliance in

2012 and has been a member of the Young Presidents' Organization since 2008. Perry resides in Dallas with his wife and two young children. An avid golfer and a lifelong Green Bay Packer fan, he also enjoys food, wine, travel, reading and fitness.

Fourth UW-L Sales Competition Scheduled for March, 3rd

The UW-La Crosse marketing department will be hosting its 4th local sales competition on March 3, 2017. This sales competition will include representatives from 11 regional businesses serving as judges and buyers for the competition. The top four student competitors will represent UW-L at the Great Northwoods Sales Warm-up at UW-Eau Claire in October, 2017.

Marketing Students Compete Well at Great Northwoods Sales Warm-Up

Three UW-L Marketing students, Ben Stauss, Adam Letto, and Mikayla Williams competed with over 60 students from 22 different universities across the nation for the title of top salesperson at the 10th Annual University of Wisconsin–Eau Claire Great Northwoods Sales Warm-Up. UW-La Crosse was the only university to have two top 10 finalists! Ben Stauss place fourth overall and Adam Letto placed tenth!



L-R: Sales team coach Stacy Trisler, Mikayla Williams, Ben Stauss, Adam Letto, student coach Kayla Peterson, and alternate Alicia Roberts.

Future Course Offerings of Interest to Students

- * Summer 2017 Social Media Marketing and Analytics, a new online course, taught by Dr. Ken Graham, is being offered. This is a hands-on, application-based approach to the use of social media as a marketing tool. The course explores the leading social media platforms and covers social media campaign design, management, and performance analysis.
- * Summer 2017 MKT 309, Marketing Principles, will be offered online. Marketing Principles is a prerequisite course for all other courses in the MKT major.

- * Summer 2017 Study advanced international marketing in London this summer! Dr. Beth Crosby will lead the international marketing track of UW London this summer. In the program, students will live in London for four weeks and will earn credit for MKT 440 Comparative Marketing Systems and MKT 445 International Marketing Strategies. The program also includes excursions in and around London.
- * Summer 2017 Dr. Maggie McDermott, along with other CBA faculty, will be taking students to Slovakia to participate in the International Consulting Program. See additional details provided in the International Business article.
- * Fall 2017 Integrated Core Faculty in the Marketing, Management and Finance department are planning to offer one section of an Integrated Core, consisting of 12 credits and meeting the requirements for MKT 309, FIN 355, and MGT 308. Enrollment in the core is by permission (application) only as students in this class do multiple projects involving the business community and must have ability and interest in these types of opportunities as you will be representing UWL and the CBA in the community. Please see Dr. Maggie McDermott for more information.

Marketing Department Uses Wings Electronic Wait List

The Marketing Department, for the third straight semester, will be using the Wings Electronic Wait List, for Summer and Fall



Registration. The Wings Wait List tracks how many students want, or need, a class and we will do our best to provide the seats and sections needed. You won't need to complete a paper override request or run around asking instructors. If a class closes before you register, put your name on the electronic wait list. If you want to enroll in a different class, offered at the same time as your desired class, add your back up class to your schedule first, then use the SWAP feature to enroll on the wait list of your desired class. The order in which you enter the courses is critical in setting course priority. Directions for using the Wait List SWAP feature can be found here: https://www.uwlax.edu/uploadedFiles/Office-Services/WINGS/Wait%20List%20SWAP%2 0Feature.pdf. Additional registration tutorials are provided at http://www.uwlax.edu/wings/.

If your need for a closed course warrants special attention, please set up a face-to-face meeting with your academic advisor, who will

work with you to identify possible course options to keep you on track for graduation. If additional consideration is warranted, your advisor will discuss your situation with the Marketing Chair. Override requests coming directly from students will not be accepted. Please do not contact the course instructor(s) as s/he is not involved in the wait list process used by the Marketing Department.

Faculty Awards and Publications

Joe Chilsen '87 received the Golden Eagle Award at this years "Take and Eagle to Lunch" program. Joe was nominated by a committee of Silver Eagles and approved by the Silver Eagle Board of Directors. The Silver Eagles is an alumni group of the CBA and have approximately 300 members. Alumni qualify for membership immediately upon graduation as Associate Eagles until they reach their 25th anniversary of graduation when they become a Silver Eagle. This is an excellent way to stay connected to the CBA and your collegiate friends.

Dr. Beth Crosby and research colleagues' article, "The Stigma Turbine: A Theoretical Framework for Conceptualizing and Contextualizing Marketplace Stigma" was the lead article in Journal of Public Policy and Marketing in fall, 2016...

Dr. Ken Graham, along with research colleague, Frank Adams, will have the article, "Knowledge Creation and Financial Performance in B2B Relationships: The Impact of Resource Hierarchies," published in Industrial Marketing Management.

Dr. Gwen Achenreiner, along with Marketing faculty throughout the UW System, publish "Recruiting new college graduates: what are Wisconsin students looking for?". Wisconsin Business Voice (18), 36-37, April (2nd Quarter/Spring) 2016.

SMALL BUSINESS DEVELOPMENT CENTER



The Wisconsin Small Business Development Center at UW-La Crosse (La Crosse SBDC) is part of a statewide

network that supports business owners through no-cost, confidential consulting and educational programs. Whether you want to start a new business, manage your business, or grow your business, SBDC is ready to support your efforts.

One program offered by the La Crosse SBDC that many business owners use to explore the

feasibility of new ideas is the Entrepreneurial Training Program ("ETP"). This program provides the tools needed to test a business idea, develop a business model and provide a strategic business plan aimed to attract financing, enhance customer appeal and support the sustainability of a business concept.

ETP is offered several times each year. This five-week course (9 sessions) will give your business a strong start, help you manage current situations more efficiently, and lead your business to the next level. ETP is your gateway to become a great business planner. It will help you start off strong or build your existing business. The next ETP program offered by the La Crosse SBDC starts April 4. Eligible persons completing the ETP program are able to obtain a grant to offset a portion (75%) of the program costs. Interested persons may apply to participate at: http://wisconsinsbdc.org/lacrosse/education/etp

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

STUDENT ORGANIZATIONS

CEO Club



The Collegiate Entrepreneurs'
OrganizationSM (CEO) mission is to inform, support and inspire college students of all majors to be entrepreneurial and seek opportunity through enterprise creation. This organization creates opportunities for students to learn from successful entrepreneurs and visionary leaders. It also connects students with their entrepreneurial peers to share and gain new ideas and practical knowledge to help advance their entrepreneurial interests along with other business skills.

CEO usually meets on every Wednesday at 6 pm in Centennial Hall, room 3313. The club hosts top local entrepreneurs who come to meetings to share their stories and information along with hosting various workshops to help develop members business skills! We are hosting a business plan competition much like Shark Tank for April 6th along with a business expo earlier that day! Join CEO MyOrgs page to stay up to date with meetings and events: https://uwlmyorgs.collegiatelink.net/organization/CEO. For more information,

contact the CEO President, Steven Switalla, at switalla.steven@uwlax.edu

AMERICAN MARKETING ASSOCIATION

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

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

At meetings, we work on marketing projects, speak on professional development topics, and bring in guest speakers from various companies and industries to share their knowledge and experience in marketing fields. Check out our website (uwlama.com) to learn more about the upcoming speakers and meeting topics.

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

Mention in National Case Competition

Last semester, a team of 24 students, led by Morgan Jacobs, participated in a semester-long case competition to develop a comprehensive marketing solution for the competition sponsor, eBay. The team received honorable mention for their hard work!

Chicago Company Crawl



On February 10th, thirteen members attended the first Chicago Company Crawl. Attendees

visited Reinhart Foodservices, Mabbly Digital Marketing Agency, and Richter Studios. At Richter Studios, AMA members met with Jeremy Richter, UW-L Marketing alum. Attendees enjoyed visiting popular Chicago sites, networking with marketing professionals, socializing and learning about the current marketing environment. Participants, shown below with Jeremy Richter, include Adam Letto, Katie Major, Kayla Peterson, Taylor Douma, Abbey Hintze, Christine Barinka, Chloe Holton, Dylan Wojtkowsk, Ellen Fallon, Epiphanie Belanger, Gordon Patterson, Katie Wawrzaszek, and Melissa Weiss.

UW-Eau Claire Regional Conference

Nineteen UW-L AMA students will network with regional AMA students and professionals at the UW-Eau Claire Regional Conference on February 17th. Many attendees will participate in various competitions at the conference, attend workshops and keynote speakers from Impact and Royal Credit Union, and visit with companies, like Target and Enterprise Rental, at the career fair.

Marketing Alumni Panel

The AMA hosted their annual Marketing Alumni Panel on Wednesday, February 22nd. UW-L Marketing alums, from companies such as Kwik Trip, Logistics Health Inc.(LHI), and Allergy Associates of La Crosse provided career advice and answered students' questions. The event ended with a speed networking event, allowing students to practice their elevator speeches and talk with the professionals in a small group setting'.

Executive Board Members to Attend 39th Annual International Collegiate Conference

Six AMA 2017-18 executive board members will attend the 39th Annual International Collegiate Conference in New Orleans during spring break. This conference provides sessions on growing your organization, leadership, fundraising, along with professional speakers, opportunities to network with other chapters, and the highlight is the Annual Awards Banquet on Saturday evening. We're hoping they come home with some awards!

AMA meets on Wednesday evenings at 7:00 PM in Centennial 2305. Contact AMA President Kayla Peterson (peterson.kayl@uwlax.edu) for any questions.

BETA ALPHA PSI



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

encourage and give recognition to scholastic and professional excellence in the business information field. This includes promoting the study and practice of accounting, finance and information systems, providing opportunities for self-development, service and association among members and practicing professionals, and encouraging a sense of ethical, social, and public responsibility. (bap.org).

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

Meetings are held in Centennial Hall (rooms listed on our website) on most Wednesdays at 6:00 p.m. Beta Alpha Psi has professional speakers present at these meetings. If interested in joining Beta Alpha Psi, please visit our website at

https://uwlmyorgs.collegiatelink.net/organizat ion/betaalphapsi or contact Michael Berens at berens.michael@uwlax.edu

BETA GAMMA SIGMA



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

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

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

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

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.

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

INFORMATION SYSTEMS ASSOCIATION

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

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

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 oncampus 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

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, as well as a discussion of relevant issues surrounding and affecting IB. 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 Molling at molling.mega@uwlax.edu in hopes that students become more aware of the vast opportunities in the IB field.

HEALTHCARE & LIFESCIENCES STUDENT ASSOCIATION

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

SOCIETY FOR HUMAN RESOURCE MANAGEMENT

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

DELTA SIGMA PI

Delta Sigma Pi (DSP) is a co-ed professional



business fraternity organized to foster the study of business in universities and the association of students for their mutual advancement by research and practice. DSP is one of the largest and most

well-known professional business fraternities, having more than 300 collegiate and alumni chapters and over 265,000 members nationwide. The Eta Rho chapter here at UWL is one of the largest collegiate chapters within DSP with 61 active members and 22 pledges this semester.

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

Whether you are interested in participating in these activities, networking with other business majors and business professionals, or becoming a part of something significant and meaningful, DSP could be the organization for you. By becoming a member in Delta Sigma Pi, you will learn valuable lessons and make long-lasting friendships that will provide you with great memories and meaningful experiences, which will serve you

well into the future. As the current members in DSP will readily agree, joining Delta Sigma Pi is one decision in your college career that you will not regret! To learn more about DSP and how to become a member, visit https://uwlmyorgs.collegiatelink.net/organization/deltasigmapi

INVESTMENT CLUB

The purpose of this organization is to provide students with knowledge about securities, 401k planning, investor accounts, trading methods, and an overview of financial tools. As well as, to provide an environment where students can learn about investments.



CBA ADMINISTRATION

Accountancy
Economics
Finance
Information Systems
Management
Marketing
Small Business Development Center
College Academic Services Director
Associate Dean
Dean