



UW-La Crosse Newsletter

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DEAN'S OFFICE
138 W. Carl Wimberly
Hall

Mid-Semester is March 9th, 2018

- **Applications for admission to the business program are due on March 9th, 2018.** All business majors who will be eligible, and who are planning to start advanced (300-400 level) business courses in summer or fall 2018, **MUST APPLY** for the program. Applications are now available *online*. Visit <https://www.uwlax.edu/cba/resources-for-students/#tm-online-forms-for-cba-students> to apply. Late applications may not be accepted. Applicants who are completing some of the admission requirements during summer session, here or elsewhere, must also apply by this deadline. Not sure about the requirements? Check the Course Catalog: <http://catalog.uwlax.edu/undergraduate/businessadministrationcba/#Admission>
- You can also check your Advisement Report.
- **All major and minor changes are due.** Changes to students' majors and minors are done only through the Dean's Office through online submission. *Changes will be accepted up until mid-semester, March 9th, 2018,* to facilitate the registration process and assignment of advisors. No changes will be done after that date until registration is over in early May.

- **Students planning to change to another college or school** (College of Science and Health, College of Liberal Studies, School of Arts and Communication, or School of Education) must file a "change of program" form at the new college/school's dean's office. College of Science and Health now have online forms, please visit their webpage if you wish to change to their college. These are also due by mid-semester and will not be processed after that date until registration is complete. Program change forms are available at the new college/school's Dean's Office.

Advisor/ Advisee Assignments

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

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

Online Forms

New to the CBA is online forms! Students can now complete their change of majors and minors, as well as their application to the business program *online*, and on their own time! Just be sure to submit before the mid-semester deadline, on March 9th, 2018!

Check out the CBA Website for more information:

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

Advising Information Online, etc.

Check out the CBA in the course catalog to review course requirements and scheduling: <http://catalog.uwlax.edu/undergraduate/businessadministrationcba/> Here you will find basic

information about business core requirements and majors. This information is helpful to review before meeting with your advisors.

Also visit the CBA's website:

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



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

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

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

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

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

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

Registration for Summer and Fall 2018

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/UWLCBA>



December 2018, January and May 2019 Graduates

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, 2018
- May and summer graduates must file by December 1, 2018

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.
- If you have questions/concerns, or if you notice inaccuracies in the Advisement Report,** please contact Nicole Vidden (nvidden@uwlax.edu)
- After you have registered for your last semester,** check your Advisement Report again to ensure you are meeting all requirements. The Dean's Office will also do a credit check of all students who have applied for graduation. No in-person credit check meeting is required, unless you have specific questions or concerns. Nicole or Amber will contact you via email if you have deficiencies and need to adjust your schedule.

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

Reminders

- Dropping a class?** The last day to drop a full-semester course is March 23rd. 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.**
- 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>

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.

- 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.

DEPARTMENTAL UPDATES

ACCOUNTANCY DEPARTMENT

Banquet

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

Faculty Changes

Dr. Mehmet Kocakulah started full-time for Fall 2017. He came to UWL after many years at the University of Southern Indiana. He has a B.S. from Ege University in Turkey, MBA from the University of Louisville in KY, and a PhD from Istanbul University in Turkey. He is serving as a co-advisor for Beta Alpha Psi. Dr. Kocakulah and his wife enjoy spending time in northern Wisconsin during the summer.

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

Accountancy Major

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

Accountancy Minor

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

Class Scheduling Information

Summer 2018

Online offerings:

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

Fall Semester 2018

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

Advising and Registration

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

your Advisement Report in WINGS before scheduling your advising appointment and registering. If you have questions about the accountancy major, be sure to discuss these with your advisor. Additional information regarding advising will be forthcoming.

Accountancy Tutors

If you need assistance with your ACC 221 or ACC 222 classes, tutors are available in the Murphy Library Tutor area is 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 the CPA license requirements and process for the state they will be licensed and work in.

ECONOMICS DEPARTMENT

Retirements

At the end of the spring semester, Amina Khandker, Betsy Knowles, and Glenn Knowles will be retiring from the Economics Department. Combined, these three colleagues have over 100 years of teaching experience. Thank you for your dedication to our students!

New Faculty

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

News

Dr. Dutta published 4 research articles in Fall 2017 and 1 research article so far in Spring 2018 in esteemed peer-reviewed journals. Dr. Dutta's work involves an established set of

collaborators from all over the world. In the 2017-2018 academic year, she will be on Sabbatical to explore new avenues of research as a visiting research scholar at several renowned Universities and Institutes in India, Germany and USA. She is looking forward to bringing these experiences back to the classroom in the future.

You may notice that Dr. Brooks, chair of the Economics department, is absent this semester. Professor Brooks is on sabbatical as a Fulbright Scholar at the Ekonomická Univerzita v Bratislave in the Slovak Republic where he is teaching a master's level macroeconomics class. He is also doing research while there on regional business cycle indicators.

SEARCH

SEARCH is continuing to hold Econ for Breakfast seminars on Wednesday mornings throughout the spring. These informal discussions of research and economic issues over coffee offer an excellent opportunity to learn what our faculty and guests we bring to campus are working on and how research is conducted. SEARCH members receive email updates about these and other events as they are scheduled. SEARCH is open to all econ majors and minors and there is no commitment required to join. Simply email Mary Hamman (mhamman@uwlax.edu). Workshops for the spring include Prepping for Career Fair, Proactive Career Planning, and Graduate School Goals.

Economics and Personal Finance for Student Teachers

Dr. Hoffer has partnered with It Make\$ Cents and Economics Wisconsin to hold an Economics and Personal Finance for Student Teachers (and others) conference in both the spring and fall semesters. The event is free to attend and includes dinner.

Economics Symposium

Dr. Hoffer and the Economics Department will host an Economics Symposium to discuss economics in the current political environment. The event is free to attend.

Economics Experiments

Dr. Hoffer is conducting several economics experiments that will run in both the fall and spring semester. Participants are asked to meet in the computer lab in Wimberly Hall for between one and two hours. Participants can earn up to \$65 for participating in each study. Dr. Hoffer is currently searching for more than 200 participants, so share with all your friends. If interested, please contact Dr. Ming

Tsang, mtsang@uwlax.edu or Dr. Adam Hoffer, ahoffer@uwlax.edu.

Department Publications

Adam Hoffer co-edited a new book with Todd Nesbit (Ball State University) "For Your Own Good: Taxes, Paternalism, and Fiscal Discrimination in the Twenty-First Century." The book was published through the Mercatus Center at George Mason University.

"Small-Business Financing after the Financial Crisis - Lessons from the Literature." (Adam Hoffer with David Wille and Stephen Miller). *Journal of Entrepreneurship and Public Policy*.

Brooks, T. J., Humphreys, Brad R., Nowak, Adam. (2018). Strip Clubs, "Secondary Effects," and Residential Property Prices. *Real Estate Economics*. Forthcoming

Course Offerings

Summer Session 2018

ECO 110 - Microeconomics & Public Policy (online)

ECO 120 - Global Macroeconomics (online)

ECO 230 Bus/Econ Research & Communication (online)

Economics Tutors

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

FINANCE DEPARTMENT

Welcome!

Berkshire Hathaway Annual Meeting

The department has preliminary plans to provide students with the opportunity to attend the Berkshire Hathaway annual meeting in Omaha on May 5. More information will be provided in the coming weeks.

Integrated Core Course Offering

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 323), 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

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 Ashley Banaszak, Max Courtney, and Nathan Tesmer as this year's scholarship recipients!

Investment Club and Competition

The student investment club meets every other Wednesday at 7 p.m. Contact President Max Courtney at courtney.max@uwlax.edu for more information. The club has plans to help manage the Gordon Spellman fund and conduct its annual investment competition, with awards given to the best stock picks. Dr. Stivers is the advisor for the Investments Club.

Financial Management Association (FMA) student chapter

Dr. Borah is the advisor for the FMA. Please note opportunities for involvement with the FMA student chapter elsewhere in the newsletter.

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 Tempksi at dtempksi@uwlax.edu or visit the It Make\$ Cents! website at <http://www2.uwlax.edu/~it-makes-cents/>.

Class Scheduling Information

Summer Term: Session I

Principles of Financial Management (FIN 355) will be offered during Summer Session I, 2018. The course will be offered in online format. For more information about the course, contact Professor Diana Tempksi (dtempksi@uwlax.edu) or stop by the Finance Department.

Money and Capital Markets (FIN 390) will be offered online during Summer Session I, 2018. For more information about the course, contact Dr. Wolf (rwolf@uwlax.edu) or stop by the Finance Department.

Session III:

Principles of Investments (FIN 380) will be offered online during Summer Session III, 2018. 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 2018 Semester. From Group I of the Finance major, students may enroll in Financial Institutions Management, Financial Modeling, and Investment Analysis and Portfolio Management.

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 (yylim@uwlax.edu) if you would like more information.

Investment Analysis and Portfolio Management (FIN 475/575) provides an in-depth investigation of modern concepts of asset ownership, risks and the reduction of

risk through portfolio construction. This course provides 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 Prof. Linna (jlinna@uwlax.edu) for more information.

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

Gen Ed Course: The department hopes to 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 Professor Brye (cbrye2@uwlax.edu) with questions about the course.

Winter 2019 School Offerings

The Department of Finance plans to offer Principles of Financial Management (FIN 355) 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's paper, titled "Does corporate diversification reduce value in high technology firms?" is forthcoming in the Review of Quantitative Finance and Accounting journal. Also, Dr. Borah will be presenting two working papers, titled "Does geographic location matter for firm board structure?" and, "The effectiveness of board independence in high-discretion industries," with Hui Liang James at the University of Texas at Tyler at the 2018 Southwestern Finance Association (SWFA) meeting in Albuquerque, New Mexico in March 2018. Dr. Borah also serves on the International Business Advisory Committee (IBAC) for the College of Business as well as the university

graduate curriculum committee (GCC) and the faculty development committee (FDC).

Dr. Lim's paper, "Local Obesity Prevalence and Corporate Policies" is forthcoming in Quarterly Journal of Finance.

Dr. Stivers published his paper titled "Equity Premium Predictions with Many Predictors: A Risk-Based Explanation of the Size and Value Premiums" in the Journal of Empirical Finance.

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. Prof. Linna advises students involved with the Gordon Spellman Student Managed Investment Fund and co-advises the Investments Club. Dr. Wolf is on the UW System Tax Sheltered Annuity Review Committee, UW-L's Joint Promotion Committee, and UW-L's Promotion, Tenure, and Salary Committee.

Professor Tempski is very active in university service and participates on numerous UWL committees. She is also very active in her community, serving as the vice chair of the Zoning Board of Appeals in Arcadia. Finally, she serves on the advisory board of the It Make\$ Cents! financial literacy program. Please note opportunities for involvement with the It Make\$ Cents! program elsewhere in the newsletter.

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

Advising and Registration

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

Tutors & Other Assistance

If you need a little help to understand your latest finance assignment or lecture, we urge you to visit our tutor located in 406E Wimberly Hall. Jake Joling will be pleased to help you with your questions. His hours are Mondays 10-11:30 a.m., Tuesdays 9:45-10:45 a.m., Wednesdays 1:00-2:30 p.m., and Fridays 10-11:00 a.m. Administrative assistance can be obtained from our department associate,

Ms. Maureen Spencer, whose office is in 404A Wimberly Hall.

INFORMATION SYSTEMS DEPARTMENT

Faculty Retirement

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

Welcome

Please welcome Dr. Chun-Lung (Nic) Huang. Nic received his Ph.D. in Management Information Systems from the University of Wisconsin – Milwaukee. He has taught subjects, such as introduction to information systems, telecommunication, cyber security, e-Business, database, Visual Basic, and introduction to supply chain and operation management. His research interests include: human computer interaction, cyber security, and healthcare. Nic will be teaching IS-220, IS-340 and IS-360 for the IS Department.

Why Major in Information Systems?

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

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

Why Minor in Information Systems?

Do you already have a major you love? Why not complement your major with an IS minor? Can you think of a future career that will not use information systems in some way? Then why not enhance your major with in-demand technology skills and knowledge. An IS minor is a great way for you to enhance your major with technology skills and knowledge that

makes you much more valuable in your chosen major field. Apply today at the IS department website.

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

Yes! 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

In an effort to keep the IS curriculum up to date and respond to industry changes, the IS program has implemented a number of changes. IS-300 is now focused on data analytics, which is a skill in demand with today's workforce. In addition, IS-320 will now focus on enterprise systems. Specifically, IS-320 will be applying SAP (the leading enterprise software) in the classroom. IS-330 will no longer be required, but still counts as

an elective in the program. If you have any advising questions, we encourage all IS majors to meet with their advisor.

IS Major Requirement Change

The IS department has revised the course requirements needed for the IS major. Moving forward students will be required to take IS-320 in place of IS-330. IS-320 is being redesigned to focus on enterprise systems with SAP. SAP is a leading enterprise business software solution and the IS department is proud to start offering experiences with SAP to better position our graduates for the IS career field. These changes will be included in the upcoming academic catalog.

Summer 2018 Course Offerings

Two online sections of IS-220 will be offered in Summer 2018.

Fall 2018 Course Offerings

Nine sections of IS 220 including two night sections will be offered in Fall 2018. IS majors and minors can plan on having a variety of courses available. Dr. Haried will be offering a revamped version of IS-320, which will now include SAP software modules. One section of IS-401 (W-designation) will be offered by Dr. Haried. Dr. Yang will be offering one section of IS-321. Dr. Elhindi will be offering one section of IS-330. Dr. Han will also be offering one section of IS-370. Dr. Huang will be offering IS-340 as an elective course for IS majors and minors.

Research Grants

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

Faculty and Staff Kudos

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

Faculty Research Output

Referred Journals

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

Haried, P., Claybaugh, C., and Dai, H. (2017). Evaluation of Health Information Systems

Research in Information Systems Research: A Meta-Analysis, *Health Informatics Journal*, Accepted and Forthcoming.

Kim, S. H., Jang, S. I., and Yang, K. H. (2017). Analysis of the Determinants of Software-as-a-Service Adoption in Small Businesses: Risks, Benefits, and Organizational and Environmental Factors, *Journal of Small Business Management*, Apr., 303-325.

Referred Conference Proceedings & Presentations

Yang, K. (2018). "Comparison of Knowledge Representation Methodology". Presented at the UWL 23rd Annual Faculty Research Day.

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 fifty for 2018, 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 4.0/5 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 an online Master's degree in Business Administration through the UW-Consortium). So don't just plan for an entry-level job – major in Management and plan for a career!

Source:

https://www.glassdoor.com/List/Best-Jobs-in-America-LST_KQ0.20.htm

Discover the Integrated 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, UWL 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 323). Students worked on a series of applied projects, with the final one being a client-based project for an organization 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 2018 should contact **Dr.**

Christa Kiersch (ckiersch@uwlax.edu) for more information.

BUS Course renumbering

Many popular courses with a BUS prefix were re-designated with the labels of the departments that usually teach those courses (e.g., BUS 230 became ECO 230). This improved accountability and course tracking. This change affected several BUS courses in the Management area, especially when the same course number was used (e.g., BUS 300 & MGT 300). If you are still wondering what changed, here is a handy guide to the re-labeling as it affects Management-taught courses:

*BUS 300 (Business Communication) became MGT 301

*MGT 300 (Advanced Business Communication) became MGT 302

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

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

CBA Board of Advisors Meeting

In November, 2017, faculty from the Department of Management gave a presentation to the College of Business Board of Advisors, as well as a guest, Mr. Gary Kimm, who was the "First Friday" speaker later that day. Everyone in the department participated, along with a student representative from Delta Sigma Pi, a co-ed business fraternity.

Faculty members noted for the board that over 360 students have declared Management as their first major, with alumni working in a variety of industries. The department offers courses that support the major, as well as courses that are integral to the Sustainable Business Minor, the Health Analytics Minor, the Business Administration Minor and the International Business Major and Minor. The Management Department is a signatory to the United Nations Principles of Responsible Management Education, which promotes humane treatment of workers as well as corporate social responsibility. The UW-L Innovation Lab was mentioned as a place where future entrepreneurs could develop their business plans and it was noted that several students had participated in leadership programs, "service learning" work, internships, and applied class projects for local organizations. Finally, undergraduate student involvement in research and consulting projects helps them develop data analysis and report writing skills, useful in both graduate school and business.

The meeting was a good way to enhance the relationship between the department faculty and the Wisconsin business leaders who serve on the Board of Advisors. Some of the board members are UW-L alumni, and the meeting provided an opportunity to bring them up to date with what the department is doing. After the formal presentation, there were also opportunities for faculty members to discuss ideas with Board members, to better gauge the current needs of the business community.

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.

'Personal Branding' Videos

As part of a unit on employment communication, students in Scott Reber's MGT 302 ("Advanced Business Communication") wrote, produced, and presented a personal branding video. In the video, they succinctly tell prospective employers (and/or prospective UWL freshmen) about themselves, something important that they learned in their college classes, and what skills they offer employers. These videos also provide a way to highlight diversity and inclusive excellence among our majors. A few of these videos have been

posted to the Department of Management website (in the "Resources for Students" page: <https://www.uwlax.edu/management/resources-for-students/>). Take a look: You might learn something that inspires you to excel too!

Class Scheduling Information

Summer Classes, 2018



Global Consulting Program in Slovakia

This summer several UWL students will be heading to Bratislava, Slovakia, for the 8th 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)



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 (Check WINGS for details; all classes are contingent upon adequate enrollment):

- MGT 301 – Business Communication, offered by Dr. Scott Reber (Internet)
- MGT 393 – Production & Operations Management, offered by Dr. Drew Stapleton (on campus)
- MGT 449 – Administrative Policy Determination, offered by Dr. Anup Nandialath (Internet)
- MGT 738 – Labor-Mgt. Relations (MBA), offered by Dr. William Ross (on campus)

Fall Electives, 2018

Fall of 2018, 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 303 – Principles of Labor-Management Relations, offered by Dr. William Ross
- MGT 310 – Principles of Sustainable Business (formerly BUS 310).
- MGT 400 – Applied Business Decision Making & Analytics, offered by Dr. Ana Iglesias
- MGT 400 – Social Entrepreneurship, offered by Mrs. Kelly Nowicki.
- MGT 430 – Comparative Management Systems, offered by Dr. Justin Kraemer
- MGT 485 – Collective Bargaining & Negotiation, offered by Dr. William Ross
- MGT 492 – Supply Chain Management, offered by Dr. Drew Stapleton

Others will be added to this list (or the list may change), so check WINGS for updates!

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, 2018, the Management Department plans to offer the following courses in the minor:

- MGT 310 – Principles of Sustainable Business (formerly BUS 310).

- 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/Research/>) for a more extensive list, you may find a professor who is interested in the same topics that you are. Business professors also assist nonprofit Organizations, either with formal class projects or individually; your involvement with those nonprofits may possibly lead to an internship (MGT 450 credit; restrictions apply). Your involvement with research can often be turned into an Independent Study research project (MGT 499; restrictions apply). It is the perfect way to enhance your resume' or graduate school application, and 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.

Farewell, Lori...



After 37 years at UW-La Crosse, Mrs. Lori Komarek, the Administrative Departmental Associate (ADA) of the Department of Management, retired on January 2, 2018. She worked as an ADA in Accounting and Finance prior to joining our Department approximately nine years ago. She wanted to leave quietly ("no cake, no party" she said); even so, she will be missed. She looks forward to traveling, gardening, and spending more time with her husband (who retired from his company last year), as she enters this new phase of life.

...and Hello, Karen!

Filling in as a temporary ADA this semester is Mrs. Karen Brandt. She graduated from UWL with a Bachelor's Degree in Psychology and subsequently secured a Master's degree from UW-Milwaukee. She worked as an office manager but took some time away from work when her children were young. Mrs. Brandt later returned to the paid workplace. She has worked in a variety of positions, including receptionist, accounts payable staff member, and office manager. We are optimistic that she can "keep the office running!"



Welcome Tom Schlesinger

For Spring semester, 2018, Dr. Tom Schlesinger will be teaching MGT 100 ("Introduction to Business"). Tom is well-acquainted with UWL. For several years he was a faculty member in the Political Science/Public Administration Department. More recently, he has worked as an organizational researcher and organizational development advisor for Gundersen-Lutheran Hospital and the Gundersen Health System. His unique combination of academic and

professional qualifications make him a welcome addition to our teaching staff.

In Memoriam: Dr. John Betton

Professor John Betton, who taught in the Department of Management from 1985 to 2010, died in October, 2017. While at UWL, John taught undergraduate classes in Compensation & Benefits (MGT 386), Organizational Behavior (MGT 308/MGT 410), Principles of Management (MGT 316) as well as other classes and MBA courses. He created and taught new courses as well, particularly Comparative Management Systems (MGT 430), Business, Labor, and Human Rights (MGT 431). As a professor, John made his classes very rigorous, requiring students to read numerous research articles, as well as opinion pieces from many varied perspectives. His students kept journals, documenting that they read and thought carefully about the material. He pushed students out of their comfort zones to get them to think critically. He took teaching and learning very seriously, and advocated for the creation of what is now the Center for the Advancement of Teaching and Learning (CATL) to help faculty become better teachers. He was faculty advisor for an international business student club and for the American Society for Personnel Administration (later renamed the Society for Human Resource Management). He served as Department Chair, and he organized a colloquium series, bringing scholars from other countries to the UWL campus. Although he retired approximately eight years ago, his legacy endures.

Faculty Research



Journal Articles:

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

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

Scott, J. & Ross, William (in press). The Greenlife company: a teaching case study in management. *The International Journal of Teaching and Case Studies*.

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:

David, E., Volpone, S., & Nandialath, Anup (August, 2017), "His & Hers: Organizational Perceptions Predicting Expatriate Attitudes Across the Sexes." Academy of Management Convention, Atlanta, Georgia.

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.

Nicole Gullekson (August 5, 2017), "Developing Global Competency through Short-term Study Abroad Trips: A Focus on the Interface." Academy of Management Convention, Atlanta, Georgia.

Nicole Gullekson & Christa Kiersch (April 13, 2017), "Using Study Abroad Programs to Develop Global Leadership Competencies." UW System Spring Conference on Teaching and Learning, La Crosse, WI.

Nicole Gullekson, McDermott, M., Tempski, D., & Graham, L. (April 12, 2017), "The UWL College of Business Integrated Core Program: A Method for Collaborative Teaching and Learning." UW System Spring Conference on Teaching and Learning

Cedergren, A. & Gullekson, Nicole (April 1, 2017), "Employer Sponsored Volunteering and Organizational Engagement among Employees of a Large Health System". Society for Public Health Education's (SOPHE) 68th Annual Meeting, Denver, CO.

Andrew Stapleton, Anup Nandialath, & Ana Iglesias (May, 2017), "Stocking up for the rainy day: Demand Uncertainty and Inventory: A Behavioral Perspective." Production Operations Management Society (POMS) Annual Conference, Seattle WA. Link: <https://pomsmeetings.org/conf-2017/>

Christa Kiersch, Roesler, A., & Finchum, J. (April 28, 2017), "Supporting a positive team learning environment: Who's leadership

matters most?" Society for Industrial and Organizational Psychology Annual Meeting. Orlando, FL.

Andrew Stapleton (May, 2017), "Transaction Cost Economics: how Shared Data own the Supply Chain Impacts Asset Specificity." Production Operations Management Society (POMS) Annual Conference, Seattle WA.

Chung, K., & Kraemer, Justin (August 7, 2017). "Performance Goal Orientation and Team Helping Behaviors" Academy of Management Annual Convention, Atlanta, Georgia.

Chung, K., & Kraemer, Justin (August 7, 2017). "What Makes Us Tick? Timekeeper Scale Development for Clock and Event Pacing." Academy of Management Annual Convention, Atlanta, Georgia.

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.

MARKETING DEPARTMENT

Upcoming Events



THE BIG EAGLE
SALES COMPETITION
The University of Wisconsin - La Crosse

On March 23, 2018, the 5th Annual UW-La Crosse Sales Competition (newly rebranded as The Big Eagle Sales Competition) will be in full force, with marketing students and sales professionals from around the region working together to hone student sales skills. Each student will prepare a 20-minute sales presentation, used to sell a product to a business professional. A panel of sales professionals from sponsoring companies will evaluate students on all aspects of the sales process and will meet with them individually to provide feedback. A total of \$750 in scholarships will be awarded to the top four finishers. Top competitors also may be selected to represent UWL at the inaugural Twin Cities Collegiate Sales Team Championship to be held at the University of Minnesota in April and/or the Great Northwood's Sales Warm-up at UW-Eau Claire in October, 2018. If interested in participating, or just want to learn more about this exciting event, contact Stacy Trisler, at stisler@uwlax.edu or CWH 316D.

UWL to Participate in the Inaugural Twin Cities Collegiate Sales Team Championship

UWL has been invited to attend the inaugural Twin Cities Collegiate Sales Competition, hosted by the University of Minnesota. In April, a team of six UWL Marketing students will have the opportunity to compete in four rounds of role play competition at the TCF Bank Stadium in Minneapolis. The team will be selected based on performance and professionalism at the Big Eagle Sales Competition, with priority given to juniors and seniors. A large career fair, held at the event, will provide participants with many job and internship opportunities.

Marketing Alum, Michael Pellegrino, Sargento Foods President and Chief Growth Officer, to Speak at the First Friday Lecture Series on March 2

Appointed to his current role in 2016, Michael Pellegrino oversees Sargento business units, strategic planning and the growth agenda. He previously led the Consumer Products Division's efforts as division president from 2009-16. During that time, his team accelerated growth of the brand and built on the company's legacy of successful innovations in retail cheese. Previously, Pellegrino spent 20 years with Kraft Foods Inc., holding a variety of marketing, strategy and general manager roles with the cereals, cheese and pizza divisions. Pellegrino was included on the "Forty under 40" list in Crain's Chicago Business magazine in 2002. He received a Bachelor of Science in marketing in 1988 and an MBA in 1989 from UWL. He lives in Kohler with his wife, Maryellen, and their four children. He will speak at 3:30 p.m. in the Skogen Auditorium-1400 Centennial Hall. This is a lecture you won't want to miss.

Student Accolades

Marketing Students to Present at NCUR

Under the guidance of Dr. Nese Nasif, two teams of senior level marketing students received competitive acceptances to present their research at the 32nd annual meeting of the National Conference for Undergraduate Research (NCUR).

Rachel Grubbe and Alex Parr conducted research on ethical issues in

Ryan Petitt, Jackson Hopfensperger, Rachel Grubbe, Alex Parr

Procedures

multi-level marketing distributional structures.

Jackson Hopfensperger and Ryan Petitt

investigated the motivations and outcomes of using politics in advertising to segment a market.

All four students will travel to present at the conference, which is being held at the University of Central Oklahoma in Edmond, Oklahoma on April 5-7, 2018.

UWL Team earns 2nd Highest Team Score at Great Northwood's Sales Warm-Up

Three UWL Marketing students, Alyssa Dickmann, Anna Ostrowski and Ian Gaertner, competed with over 60 students from 20 different universities across the nation for the title of top salesperson at the 11th Annual University of Wisconsin-Eau Claire Great Northwood's Sales Warm-Up in October. Overall, the UWL team scored 2nd highest, compared with other universities attending and all three scored within the top 20 on individual performance! Each of the UWL contestants had multiple interviews, and interview requests, at the event based off their presentations. The students attending were appreciative of the opportunity to compete and felt it was one of the best experiences they'd had at UWL.

Class Scheduling Information Summer Course Offerings

Social Media Marketing and Analytics, will be offered again this summer. You may be familiar with social media, but do you know how to use it effectively as a strategic marketing tool? Employers are looking for interns and recent grads who know how to design, execute, and manage successful social media marketing campaigns. This applied course teaches you how analyze key social media performance metrics, create platform specific content strategies, and to design and manage effective social media campaigns. Get the skills you need to be highly competitive on the job market.

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



MKT major.

MKT 440 Comparative Marketing Systems and MKT 445 International Marketing Study advanced international marketing in London this summer! Dr. Beth Crosby will lead the international marketing track of UWL London this summer. Students will live in

London for four weeks and will earn credit for two classes. The program also includes excursions in and around London.

Fall Course Offering of Interest

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, MGT 308, and FIN/MGT/MKT 323. 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.

Advising and Registration Mass Advising Scheduled for March 28th

Please join us on Wednesday, March 28, 2018, from 4 – 7 p.m. for marketing advising. Advisors will be available in CWH 323. Advising presentations for students at critical stages in their academic career are being offered in CWH 322.



CWH 322 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 March 29th.**



Didn't Get Your Classes? Now What?

The Marketing Department relies **solely on the WINGS Wait List and needs identified by ADVISORS, not instructors.**

If you do not get the classes you need, you should go on the WINGS Wait List

and set up an appointment to meet with your advisor.

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. 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/Offices-services/WINGS/Wait%20List%20SWAP%20Feature.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.

Do not contact course instructors for marketing classes as they are not involved in the wait list process used by the Marketing Department.

Faculty Publications, Presentations and Development

Journal Publications

McKeage, K., Crosby, E., Rittenburg, T. Living in a Gender-Binary World: An Application of the Consumer Vulnerability Model. *To appear in Journal of Macromarketing*. (Accepted: May 2017).

Adams, F. G., Graham, K. W. (2017). Integration, Knowledge Creation And B2B Governance: The Role Of Resource Hierarchies In Financial Performance. *Industrial Marketing Management*, 63(May), 179-191. (Published: May 31, 2017).

Hernandez, M. D., Nasif, N., Malzer, K., Minor, M. S. (2017). Uncovering emotions and insights evoked by paper currency. *The International Review of Retail, Distribution and Consumer Research*, 27(4), 424-433. (Published: September 2017).

Vriens, M., Martins-Alves, A. (2017). Modeling the Implicit Brand: Capturing the Hidden Drivers. *To appear in Journal of Product and Brand Management*, 26(6), 600-615. (Published: October 2017).

Vriens, M., Martins-Alves, A., Chen, S. (2017). Brand segmentation using implicit brand measures. *Applied Marketing Analytics*, 3(2), 172-182. (Published: July 2017).

Conference Presentations

Nasif, N., Achenreiner, G., Society for Marketing Advances: Annual Conference, Louisville, KY, "Susceptibility of Marketing Students to Stereotype Threats", (November 9, 2017).

Chilsen, J., Bliss, A., 2017 League of Wisconsin Municipalities Annual Conference, Wisconsin League of Municipalities, Appleton, Wisconsin, "Opioid Crisis a Municipal Response", (October 2017).

Graham, K., Pelletier, M. J., Wilder, K. M., Society for Marketing Advances, Louisville, KY, "I Hate That Brand! Assessing the Structural Components of Brand Hate: A Proposed Research Agenda", (November 9, 2017).

Trisler, S., 2017 SMA Conference, Society for Marketing Advances, Louisville, KY, "Teaching Moments: Can I interest you in a Quinoa Burger?" (November 12, 2017).

Vriens, M., Chen, S., Vidden, C., 5th Annual International Colloquium on Branding, Athens Institute for Education and Research, Athens, "Deriving Brand Maps: Comparing Survey with Online Consumer Generated Data", (July 24, 2017).

Brokaw, S., QBE North American Legal Training, QBE North America, Madison, WI, "Business 050 and Marketing 101 - in 45 minutes", (October 10, 2017).

Gullekson, N., McDermott, M., Tempski, D. L., Graham, L. N., UW System Spring Conference on Teaching and Learning, UW system, La Crosse, WI, "The UWL College of Business Integrated Core Program: A Method for Collaborative Teaching and Learning", (April 12, 2017).

Vriens, M., Chen, S., the 39th Annual ISMS Marketing Science Conference, ISMS/INFORMS, Los Angeles, "Mapping And Visualizing Using Stochastic Neighbor Embedding", (June 2017).

Vriens, M., Chen, S., Frontiers in Service Conference 2017, Fordham Gabelli School of Management, New York, "The Switchable Consumer Model for Services", (June 23, 2017).

Professional Development

Dr. Graham attended, "Digital Marketing Boot Camp", National Seminars Training, in Roanoke, VA. (May 15, 2017 - May 18, 2017)

and "AACSB Assurance of Learning Seminar I", AACSB, in Phoenix, AZ. (March 10, 2017 - March 13, 2017).

AMA Highlights

Awards

- Top 25 International Chapter based on 2016-17 Annual Report
- Mark Kay Case Competition Commendable Performance, 2017-18.

Size

- Largest student organization with 140 members
- 11th largest AMA Chapter in nation

Upcoming Events

- Chicago Company Crawl
- Alumni Panel
- International Collegiate Conference
- Alumni Banquet

INTERNATIONAL BUSINESS DEPARTMENT

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

IB minor:

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

IB major:

Coursework remains the same and can be found here, but 6 credit of double dipping are allowed with a second major and you do NOT have to complete the concentration if you choose to double major instead. <http://catalog.uwlax.edu/undergraduate/internationalbusiness/internationalbusinessmajor/>

Summer electives include MGT 400a and MGT 400b - Global Consulting and Research in Slovakia; MKT 400 (Comparative Marketing Systems) and MKT 445 (International Marketing Strategies) in London

For the Fall semester, so far the IB required course offerings in the CBA tentatively include:

BLAW 405: The Law of International Business Transactions

MGT 360: Global Perspectives on Business (writing emphasis)

MKT 341: International Marketing (writing emphasis)

IB elective offering tentatively include:
MGT 408: The Global Responsibility of Business

MGT 430: Comparative Management Systems

IB 450: International Internship

IB 499: Independent Study

The Spring International Business Workshop, which includes a guest speaker and additional time for academic advising, will be held in April. Refreshments will be provided. Come to learn more about what you can do in the field of IB!

CBA students continue to be globetrotters. This semester students are off to Spain, Italy, Germany, and Australia!

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

SMALL BUSINESS DEVELOPMENT CENTER



The Wisconsin Small Business Development Center (SBDC) at the University of Wisconsin-La Crosse, located in 120 Wimberly Hall, is part of a statewide network of SBDCs working with business owners and entrepreneurs to facilitate business growth and improvement, and to launch successful new companies. The SBDC works closely with the Center for Entrepreneurship and Innovation (CEI) to support innovation initiatives while offering educational opportunities for UWL students, faculty, regional businesses, and organizations.

Eagle Eye Competition

The UWL Innovation Lab, a business idea and planning contest for students is in progress this spring. It will culminate with the Eagle Eye Business Plan Competition on April 4th. The top ventures will receive valuable support, including financial and donated products and services to help turn their business plan into reality. Learn more at uwlax.edu/cej.

Wisconsin Big Idea Tournament (WBIT)

[WBITE](http://wbite.com) is an entrepreneurship event open to undergraduates attending any two or four year University of Wisconsin school across the state (except for UW-Madison). It teaches cutting-edge Lean Start-up business development tools and provides business mentorship. This year's campus WBIT competition will take place on March 22, 2018. Learn more by visiting wisys.org/events/bigidea. To participate in the UWL WBIT competition, contact the SBDC at sbdc@uwlax.edu or call (608) 785-8782.

Economic Indicators: An Update for the 7 Rivers Region *Building Tomorrow's Workforce: Understanding and Using Effective Internship Strategies.*

Thursday, March 29, 2018

The Bluffs in the UW-La Crosse Student Union

521 East Avenue North

7:00-9:00 a.m.

Cost: \$25

UW-La Crosse, in cooperation with State Bank Financial and the La Crosse Tribune, initiated a long-term study in early 2002 of our region's economic indicators. The research is ongoing and focuses on trends for a nine-county region that includes counties in Wisconsin, Minnesota and Iowa. The information provides a basis for comparison with other regions and a measure of our progress as a region. Semi-annual breakfast meetings provide a general update on core indicators. The Spring 2018 event will showcase Internships.

Ideadvance

[The Ideadvance Seed Fund](http://www.ideadvance.com) is a program that combines early-stage grant funding with business mentoring to develop innovative ideas and potential businesses from UW faculty, staff, and student entrepreneurs. Phase I grants of \$25,000 and Phase II grants of \$50,000 are available. Applications are due April 2018. Visit

uwideadvance.org/grantapplication/ to learn more. Contact the UWL SBDC at sbdc@uwlax.edu or 785-8782 if you want assistance seeking an Ideadvance grant.

AMERICAN MARKETING ASSOCIATION



The purpose of the UWL American Marketing Association (AMA) is to

develop comprehensive leadership, career-focused and marketing skills while networking with other students, faculty, alumni, and business professionals.

UWL's AMA Chapter was the 11th largest chapter in the nation in active member size and also a Top 25 International Chapter based on its annual report in 2017. AMA surpassed their fall membership goal when 67 students became members making the total number of members 140. AMA went into the new semester with plenty of exciting opportunities to encourage students to get interested in the organization and to get members involved; from promoting the organization around campus, hosting inspiring speakers, going to conferences and company tours, volunteering, and proving hands on marketing opportunities, AMA members value their membership more than ever! In January, AMA held their spring recruitment meeting, and will continue to recruit new members at the WINvolvement Fest at the end of February.

Upcoming, in February, the CEO of Blu Group Advertising will be coming to speak about what makes a person marketable and ask the question, "Why should employers want to hire you?" AMA will also be sending 20 members to Chicago to tour the marketing department of 6 companies and speak with marketing professionals about their careers. Companies include, The Blackhawks, National American Marketing Association, Baker Tillys, 88 Brand Partners, Digitas, and Blue Management Interactive. To wrap up February, AMA will also be hosting an alumni panel and round table networking event featuring 5 respected UWL graduates.

The AMA executive board is committed to planning meaningful meetings, socials, and professional events for members. Therefore, this semester we are offering an abundance of opportunities for students to explore their strengths and participate in hands on marketing projects. One example being, eight members have begun a consulting project involving market research and promotional strategies for the local Women's Fund. Other

exciting opportunities includes participating in the sales competition, hosting a First Friday lecture series, attending UW-Eau Claire conference, as well as an opportunity to conduct focus groups with both 7 Rivers Alliance and Hedge Tactical Solutions. Lastly, AMA is thrilled to be sending seven 2018-2019 executive board members to New Orleans to attend the annual International Collegiate Conference.

American Marketing Association meets every Wednesday at 7:00 p.m. in Centennial 1309. Contact Anna Ostrowski (ostrowsk.anna@uwlax.edu), President of AMA, for more information on how to join!

BETA ALPHA PSI



Beta Alpha Psi is an honors organization for financial information students and professionals. The primary objective of Beta Alpha Psi is to encourage and give recognition to scholastic and professional excellence in the business information field. This includes: promoting the study and practice of accounting, finance and information systems, providing opportunities for self-development, service and association among members and practicing professionals, and encouraging a sense of ethical, social, and public responsibility.

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

Meetings are held in Centennial Hall (rooms listed on our website) on most Wednesdays at 6:00 p.m. Beta Alpha Psi has professional speakers present at these meetings. If interested in joining Beta Alpha Psi, please visit our website at <https://uwlmvorgs.collegiatelink.net/organization/betaalphapsi> or contact Michael Berens at berens.michael@uwlax.edu, or contact Shantel Hartzell at hartzell.shantel@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. By working hard and remaining driven throughout college, it is possible for any business student to be invited to Beta Gamma Sigma. In addition, as a member of Beta Gamma Sigma, there are many opportunities available, including the Global Leadership Summit- an international conference put on by Beta Gamma Sigma-, networking, and scholarships. We are an international honor society that goes beyond just academics, by volunteering within our respective communities and possibilities for professional and personal development. Beta Gamma Sigma signifies Honor, Wisdom, and Earnestness.

COLLEGIATE ENTREPRENEURS' ORGANIZATION



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

CEO usually meets every Wednesday at 6 pm in Centennial Hall, room 2311. The club hosts top local entrepreneurs who come to meetings to share their stories and information along with hosting various workshops to help develop member's business skills! We also

host a variety of business related events throughout the year including a business competition, expo, and networking event. For more information on joining or what we do, contact the CEO President, Steven Switalla, at switalla.steven@uwlax.edu!

DELTA SIGMA PI

Delta Sigma Pi (DSP) is a co-ed professional business fraternity organized to foster the study of business in universities, and to encourage scholarship, social activity and the association of students for their mutual advancement by research and practice. DSP is one of the largest and most well-known professional business fraternities in the collegiate field, having more than 290 collegiate chapters and over 265,000 members nationwide. The Eta Rho chapter here at UWL is one of the larger collegiate chapters in the nation, with 77 active members.

DSP is a perfect opportunity for business majors to get involved in the campus community, make new friends, and advance both personally and professionally. Each semester, DSP performs community service projects such as Adopt-A-Highway, Glow in the Deke, and Relay for Life; fundraising efforts such as calendar raffles and Family Fest; and professional activities such as company tours, Prep for Success, and professional speakers. This semester, Juju Dodd and Courtney Hatland will be attending our LEAD Provincial Conference from Feb 16-18th in Milwaukee. There they will be able to network with other chapters, listen to keynote speakers, and improve their professional development.

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://uwlmvorgs.collegiatelink.net/organization/deltasigmapi>

FINANCIAL MANAGEMENT ASSOCIATION

The Financial Management Association is an organization which facilitates the development of knowledge regarding economic and financial based careers. Through FMA, members will be given the opportunity to explore aspects of today's financial world and interact with several financial industry leaders and their organizations. FMA is open to any CBA student, but is tailored toward students majoring in Finance, Accounting and Economics.

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



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

INFORMATION SYSTEMS ASSOCIATION

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

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

Contact ISA president Marcus Brion @ brion.marcus@uwlax.edu or Dr. Haried @ pharied@uwlax.edu for more information.

INTERNATIONAL BUSINESS ASSOCIATION

The International Business Association is an organization aimed at those interested in international business, becoming more familiar with differing cultures, and international issues surrounding business. We offer a variety of speakers within the IB field, try different cultural foods, professional development, and study abroad opportunities. IBA is open to any major interested in international affairs and issues, traveling or learning about different cultures. This semester, our meetings will be held every other Tuesday from 7:00pm-8:00pm. If you would like more information or would like to join, visit our MyOrgs page or contact IBA President Tiarra Gansmoe at gansmoe.tiarra@uwlax.edu in hopes that students become more aware of the vast opportunities in the IB field.



SOCIETY FOR HUMAN RESOURCE MANAGEMENT



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

UWL SHRM is helpful for any major and all UWL students. Contact academic advisor, Christa Kiersch at ckiersch@uwlax.edu or president, Sarah Balfanz at balfanz.sarah@uwlax.edu to join today.

STUDENT ADVISORY COUNCIL



The Student Advisory Council for the College of Business Administration (SAC) is a student run organization on campus that actively works with the CBA's Dean's Office. Members of SAC develop professional skills, network with faculty, staff and local businesses to enhance their resumes and work closely with other students within the college. SAC also provides members with great leadership opportunities to help students gain experience and to become more active on-campus and specifically within the college of business. This semester we will be uniting the different CBA organizations in order to pass along information on upcoming events,

running campus close-ups for prospective students, volunteering throughout the community, and creating social events for members to get to know each other.

Any student with a major or minor in the college of business is strongly encouraged to join our organization! **We meet every other Wednesday at 6:30 p.m. in 202 Carl Wimberly Hall.** We are looking forward to a great and productive semester and would love to have you join us at our next meeting! If you have any questions or would like more information, please contact Matt Borta at borta.matthew@uwlax.edu

INVESTMENT CLUB

The Investment Club is a student organization in the CBA focusing on learning practical investing skills and techniques, allowing students to start their own investment portfolios. Investment Club members utilize a hands-on learning experience to practice basic investment principles through a portfolio management competition and by participating in stock trading simulations and learning from their fellow club members. The club's primary focus is to educate members with regards to investing, but the club also presents many networking and career-building opportunities with local firms in the financial field. Investment Club also has gone on various field trips to the Berkshire Hathaway shareholders meeting and the Chicago Stock Exchange, as some examples. **Our meetings are every other Wednesday at 7pm.**

The Investment Club encourages any students interested in learning about investing, for either retirement or as a potential career, to join the club, especially if they are Finance, Economics, or Accounting majors. Contact Max Courtney at courtney.max@uwlax.edu for more information or questions.

CBA ADMINISTRATION

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