



# UW-La Crosse Newsletter

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DEAN'S OFFICE  
138 Wimberly Hall

## NEW Interim Associate Dean



**James Murray**

Dr. Murray joined the CBA Dean's Office as the Interim Associate Dean in January 2019. Before joining the Dean's Office, he taught 9 1/2 years in the UWL Economics Department teaching courses related to macroeconomics, money and banking, econometrics, and business research methods.

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## Mid-Semester is March 15<sup>th</sup>, 2019

- **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 summer 2019, **MUST APPLY** for the program. Applications are now available *online*. Visit <https://www.uwlax.edu/cba/resources-for-students/#tm-online-forms-for-cba-students> to apply. Late applications may not be accepted. Applicants who are completing some of the admission requirements during 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>
- **All major and minor changes are due.** Changes to students' majors and minors can be done online! *Changes will be accepted up until mid-semester* to facilitate the registration process and assignment of advisors. No changes will be done after that date until registration ends.
- **Students planning to change to another college** (Science and Health or Liberal Studies) should fill out a change of major form online for the new college. These are also due by mid-semester and will not be processed until after that date. **Program change forms are available online!** Check out the links here: <https://www.uwlax.edu/academic-advising-center/change-of-program/>

## Advisor/ Advisee Assignments

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

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/contentassets/a79b194550f048efaa37ee5338ecf2f8/curriculum-guide-18-19-catalog.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 2019

Enrollment appointments are assigned mid-March; check your WINGS for dates/times. Registration for fall semester begins in April. Instructions for registering are sent to your email address by the Records and Registration office in 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.**

### Schedule a Registration Refresher!

Still a little foggy on how to register for classes?

Schedule an appointment with Katelynn Bozich for a Registration Refresher.

During these meetings, the registration process and CBA program requirements will be reviewed. Any additional questions you have will also be addressed!

**Contact:** Katelynn Bozich  
[Bozich.katelyn@uwlax.edu](mailto:Bozich.katelyn@uwlax.edu) | 138 Wimberly



### Like the Dean's Office on Facebook!

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

[https://www.facebook.com/UWL\\_CBA](https://www.facebook.com/UWL_CBA)



### December 2019 and May 2020 Graduates- Credit Checks

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

- December and winter intersession graduates must file by May 1, 2019
- May and summer graduates must file by December 1, 2019

An in-person credit check meeting with the Dean's Office is **not** required. Instead, follow these steps:

1. **Prior to registering for your last semester**, view your Advisement Report in WINGS to confirm your remaining requirements.
2. **If you have questions/concerns, or if you notice inaccuracies in the Advisement Report**, please contact Nicole Vidden ([nvidden@uwlax.edu](mailto:nvidden@uwlax.edu))
3. **After you have registered for your last semester**, check your Advisement Report again to ensure you are meeting all requirements. The Dean's Office will also do a

credit check of all students who have applied for graduation. **No in-person credit check meeting is required**, unless you have specific questions or concerns. Nicole or Katelynn will contact you via email if you have deficiencies and need to adjust your schedule.

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

### Challenge Yourself in the CBA Integrated Core

The CBA Integrated Core Program provides a unique opportunity to gain applied business experience, grow academically and professionally, and complete 4 CBA core courses in Fall 2019. In the words of students who participated in the Integrated Core last year, this program challenges and supports students to "understand their full potential", "enhanced (their) critical thinking", and "combine(d) the core business classes together so that students were able to connect the dots within each of the fields".

To be eligible for the CBA Integrated Core Program for Fall 2019, students should not yet have taken the courses included:

Organizational Behavior and Theory (MGT 308), Principles of Marketing (MKT 309), Principles of Finance (FIN 355) and Business Communication (MGT 301). Interested students are encouraged to contact the Fall 2019 Integrated Core faculty: Dr. Christa Kiersch ([ckiersch@uwlax.edu](mailto:ckiersch@uwlax.edu)), Dr. Maggie McDermott ([mmcdermott@uwlax.edu](mailto:mmcdermott@uwlax.edu)), or Ms. Diana Tempski ([dtempksi@uwlax.edu](mailto:dtempksi@uwlax.edu)). Look for the call for applications to come out this Spring!

### Reminders

1. **Dropping a class?** The last day to drop a full-semester course is March 29th. **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 fill out an off-campus request form, 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 off-campus request form:

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

3. **Thinking about studying abroad next year?** Check the UWL Study Abroad website for all the information about deadlines, various program opportunities, scholarships, etc. Go to this website and click on Study Abroad on the left side of the page:

<http://www.uwlax.edu/international-education/>

The CBA strongly encourages this type of international experience, and there are opportunities to study abroad anywhere from three weeks to a full academic year (in English and non-English speaking areas of the world!)

4. **Milestones!** Milestones are markers on your record that indicate placement level in math and English, and also *Admission to the business program*. You can find your milestones in your WINGS Student Center. Check the “other academics” drop-down menu and click on Student Milestones. You can also view your Advisement Report (AR), transcript, course history, etc. from this drop-down menu.

## DEPARTMENTAL UPDATES

### ACCOUNTANCY DEPARTMENT

#### Banquet

The 35th Annual Spring Accountancy Banquet is scheduled for Wednesday, 5:30 PM, April 24, 2019 in the Bluffs in the 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 UWL 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.

The Department of Accountancy hired two new accountancy faculty for the Fall 2019 semester.

### Placement

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

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

### Accountancy Major

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

### Class Scheduling Information

#### Summer 2019 offered courses

- ACC 221 – Accounting Principles I
- 2nd session: 6/24-7/19 taught by Justin Kilchenmann
  - 3rd session: 7/22-8/16 taught by Justin Klichenmann
- ACC 222 – Accounting Principles II
- 1st session: 5/28-6/21 taught by Will Maas
  - 3rd session: 7/22-8/16 taught by Linda Sherony
- ACC 325- Cost Accounting

- 1st session: 5/28-6/21 taught by Mehmet Kocakulah  
BLAW 205 - Legal and Ethical Environment of Business
- 1st session: 5/28-6/21 taught by Vivek Pande

### Advising and Registration

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

### Accountancy Tutors

If you need assistance with your ACC 221 or ACC 222 classes, tutors are available in the Murphy Library Tutor area on the second floor. Hours have been expanded to include Sunday through Thursday.

### 150-Hour Curriculum and CPA Candidates

Passing the CPA examination is part of the process to become a licensed CPA. Wisconsin, Illinois, and Minnesota require 150 college credits to become a CPA. The department recommends that all students complete their 150-hour curriculum before starting employment in any jurisdiction. Students should determine CPA license requirements and process for the state they will be licensed and work in.

### ECONOMICS DEPARTMENT

### 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](mailto:mtsang@uwlax.edu) or Dr. Adam Hoffer, [ahoffer@uwlax.edu](mailto:ahoffer@uwlax.edu).



## Notes from Faculty.

Dr. Dutta is on her Sabbatical over the 2018-19 academic year. Over the academic year, she is mostly out of town holding short-term research visit positions at Indian Statistical Institute, Kolkata (India), Indian Statistical Institute, Delhi (India), Center for Studies in Social Sciences (CSSSC), Kolkata (India), Mississippi State University, Mississippi (USA), University of Passau, Passau (Germany) and Aarhus University, Aarhus (Denmark). She is focusing on her Sabbatical research theme – culture and economic development – for the last 6 months. Over her Sabbatical, she has received 5 revise resubmit requests from peer reviewed journals. She has submitted 4 new papers to journals. While Dr. Dutta continues to work with collaborators on submitting the revisions to the journals, she is also collaborating on projects with new collaborators on her visits. Dr. Dutta is traveling constantly for work and non-work reasons on her Sabbatical. So far, she has been to 4 new countries since June and plans to be in a few more in the upcoming months. She will return to teaching in Fall 2019, leading the Economic Development course (ECO 375).

## Course Development

In the Fall, Dr. Hoffer will develop a new upper-level course in the Economics of Real Estate. On a macro-scale, real estate is one of the largest sectors of the U.S. economy. At the micro-level, real estate purchases are the largest single expenditure in the lifetime of most consumers and real estate investing is one of the easiest and most popular forms of entrepreneurship and millionaire-level wealth creation.

In this new course, Dr. Hoffer plans for students to get a real, hands-on experience in the business of real estate. When students finish this course, regardless of their major, they will have the skills that can be immediately applied in real estate.

Dr. Hoffer would like to collect feedback and interest in the course to be offered next year. If you would like to talk about the course with Dr. Hoffer, please email him at [ahoffer@uwlax.edu](mailto:ahoffer@uwlax.edu).

## Research Accepted for Publication

Adam Hoffer. "State Cigarette Taxes and Health Expenditures: Evidence from Dynamic Spatial Lag Panel Models." (with Brad Humphreys and Jane Ruseki). Papers in Regional Science. In press.

Adam Hoffer. "Using Data and Research to Address Student Misconceptions"

International Review of Economics Education. In press.

Adam Hoffer. "Preference Policies: Perpetual Costs of Distributive Politics." (with Russell Sobel). Journal of Public Finance and Public Choice. In press.

## Economics Tutors

Tutoring is available through the Murphy Library learning center for ECO 110 and ECO 120. Their schedule is posted here <https://www.uwlax.edu/murphy-learning-center/>.

### Course Offerings Summer Session 2019

ECO 110 - Microeconomics & Public Policy (online)

ECO 120 - Global Macroeconomics (online)

ECO 230 Bus/Econ Research & Communication (online)

### FALL 2019

The department plans to offer the following upper level elective courses in the fall, in addition to required courses for the major such as ECO 305, ECO 307, and ECO 308. All course offerings are contingent on enrollments.

ECO 301 Money and Banking

ECO 320 Economics of Sports

ECO 330 Labor Economics

ECO 336 Women in the U.S. Economy

ECO 340 Introduction to International Economics

ECO 350 Health Economics

ECO 375 Economic Development.

## FINANCE DEPARTMENT

**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 Sean Anderson, Jessie Booth and Garrett Montalvo as this year's scholarship recipients!

## Investment Club and Competition

The student investment club meets every other Monday at 7 p.m. Contact President Alexander Breunig at [breunig.alexand@uwlax.edu](mailto:breunig.alexand@uwlax.edu) for more information. The meetings will be interactive lectures, giving students the opportunity to learn about various topics in investing and

beginning/managing their person investments and finances. The club has plans to help manage the Gordon Spellman fund and conduct its annual investment competition, with awards given to the best stock picks. Dr. Stivers is the advisor for the Investments Club.

Financial Management Association (FMA) student chapter. Dr. Borah is the advisor for the group ([nborah@uwlax.edu](mailto:nborah@uwlax.edu)). Please note opportunities for involvement with the FMA student chapter elsewhere in the newsletter.

## Finance Tutor for FIN 355

Megan is available for tutoring in Room 404 Wimberly at the following times:  
Monday, 2 - 3 PM; Tuesday, 8:15 - 9:15 AM;  
Wednesday, 3 - 4 PM; Thursday, 1 - 2:30 PM

## 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](mailto:dtempksi@uwlax.edu)).

Principles of Insurance and Risk Management (FIN 360) will be offered online during Summer Session I, 2018. For more information about the course, contact Dr. Liu ([slui5@uwlax.edu](mailto:slui5@uwlax.edu)).

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](mailto:astivers@uwlax.edu)) or stop by the Finance Department.

All course offerings are contingent on enrollments.

### FALL 2019

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](mailto:cbrye2@uwlax.edu)) with questions about the course.

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. Liu ([slui5@uwlax.edu](mailto:slui5@uwlax.edu)) for more information.

Life Insurance (FIN 361). This is a study of 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. Prerequisite: FIN 355, FIN 360; admission to business. Please contact Dr. Tsang (mtsang@uwilax.edu) for more information.

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

Investment Analysis and Portfolio Management (FIN 475) 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 Dr. Stivers (astivers@uwilax.edu) for more information.

## Faculty and Staff Notes

Maureen Spencer the ADA in Finance recently retired after spending over 20 years serving the CBA in different roles. The department voted unanimously to award her emeritus status. She was a calming influence that will be sorely missed. Among the many things Maureen did for the department and the college one of the most visible was her tireless promotion of "Jean's Day" in Wimberly Hall. Donations to this charity doubled immediately after she took over and continued to grow through her careful stewardship. For an interim period the FIN department will be sharing the ADA with Economics. Mary Grattan will be able to handle both your Economics needs and Finance. If you stop by the Finance office and you don't find someone, stop on down at the economics department office.

Dr. Borah serves on the International Business Advisory Committee (IBAC) for the College of Business. She also serves on the university graduate curriculum committee (GCC) and the faculty development committee (FDC). Dr. Borah's paper, titled "Does CEO inside

debt compensation benefit both shareholders and debtholders?," with Hui Liang James, and Jung Chul Park has been accepted for publication in the Review of Quantitative Finance and Accounting journal. Also, Dr. Borah is going to present one working paper, titled "Board leadership structure and corporate headquarters location," with Hui Liang James at the University of Texas at Tyler at the 2019 Southwestern Finance Association (SWFA) meeting in Houston, Texas in March 2019. Dr. Lim has recently published an article: Lim, Y. & Kim, K.T. Afraid of the stock market (2018). To appear in Review of Quantitative Finance and Accounting. (Published Online: October 2018).

## INFORMATION SYSTEMS DEPARTMENT

### Why Major in Information Systems?

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

For further information feel free to stop by the IS department or visit the [IS department website](#).

### Why Minor in Information Systems?

Do you already have a major you love? Why not complement your major with an IS minor? Can you think of a future career that will not use data, technology or information systems in some way? Then why not enhance your major with in-demand technology skills and knowledge. An IS minor is a great way for you to enhance your major with technology skills and knowledge that makes you much more valuable in your chosen major field. Apply today at the [IS department website](#).

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

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

### Why Major in Health Information Management and Technology?

We are proud to announce that UWL is now a degree granting institution for the collaborative online Health Information Management and Technology (HIMT) program. UWL students are now able to select HIMT as a major and graduate with a UWL degree. The online HIMT program continues to grow remarkably. As of the beginning of this semester, the overall program had more than 200 students, surpassing enrollment targets. Articulation agreements have also been signed with area community colleges to facilitate the transferring of credits. We are ready to serve the needs of students and healthcare organizations in the important area of healthcare information management and technology.

### Why Minor in Health Information Systems Management?

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

### IS Curriculum Updates

The IS department has some exciting news in regards to curriculum. The IS department is now a proud member of the SAP University Alliance. SAP is the worldwide leader in enterprise systems. Students starting in Fall 2018, were able start coursework using SAP.

Be sure to sign-up early to take advantage of this unique and valuable opportunity for UWL students. Additionally, in an effort to keep the IS curriculum up to date and respond to industry changes, the IS program has implemented a number of changes. IS-300 (offered Spring) is now focused on data analytics, which is a skill in demand with today's workforce. In addition, IS-320 (offered Fall) will now focus on SAP and IS-360 (offered Spring) will include additional experience with SAP. If you have any advising questions, we encourage

## IS Minor Requirement Change

The IS department recently revised the course requirements needed for the IS minor. Moving forward students will be required to take IS-320 in place of CS-120. 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 minor graduates for the technology dependent business environment. These changes are included in the current academic catalog.

## Summer 2019 Course Offerings

Two online sections of IS-220 will be offered in Summer 2019.

## Fall 2019 Course Offerings

Eight sections of IS 220 including two-night sections will be offered in Fall 2019. IS majors and minors can plan on having a variety of courses available. Dr. Haried will be offering IS-320 and IS-401 (WE designation). Dr. Han will be offering IS-310 and IS-370. Dr. Huang will offer IS-340 and Dr. Yang will offer IS-321.

## Business and Community Engagement

In efforts to engage with and connect students to business organizations a variety of guest speakers were invited to share their experiences with Fall 2018 classes. Guest speakers from SAP, Fastenal, Michel's Corp and Kaplan discussed class topics ranging from information system implementation experiences to enterprise systems management. In Spring 2019, guest speakers from Mayo Clinic, Gundersen Health and SSM Health will discuss project management related topics. Additionally, students in IS-401 worked with a variety of organizations on information systems analysis and design projects and will be implementing their proposed project solutions in Spring 2019.



## Faculty and Staff Kudos

Dr. Yang attended annual meeting for The Institute for Operations Research and the Management Sciences (INFORMS) in November, 2018.

Dr. Huang attended the distinguished International Conference on Information Systems (ICIS) in December, 2018.

Dr. Haried will attend the SAP University Alliances workshop in Milwaukee, WI, July 2019.

Dr. Haried will present "Exploring the Motivation, Attitude and Loyalty of Daily Fantasy Sports Participants", at the American Society of Business and Behavioral Studies in Las Vegas, NV, March 2019.

Dr. Haried will present "Skill and the Art of Tax Filing Excellence: Comparison of Two Cultures", at the Human Computer Interactions International conference in Orlando, FL July 2019

## Faculty Research Output

*Referred Conference Proceedings & Presentations*

**Haried, P.,** Claybaugh, C., Chen, Y., and Chen, L. (2019). "ERP Vendor Satisfaction: From Communication and IT Capability Perspectives", Journal of Computer Information Systems, \*A Ranked Journal, Accepted and Forthcoming.

**Haried, P.** and Claybaugh, C. (2019). "Skill and the Art of Tax Filing Excellence: Comparison of Two Cultures", Human Computer Interaction, Orlando, FL.

**Haried, P.** and Claybaugh, C. (2019). "Exploring the Motivation, Attitude and Loyalty of Daily Fantasy Sports Participants", American Society of Business and Behavioral Studies, Las Vegas, NV.

## MANAGEMENT DEPARTMENT

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

The Management major at UWL is a flexible degree that allows you to pursue your unique interests from among a variety of electives. If you do major in another field, such as Accounting, Marketing, or Information Systems, you enhance your own marketability and career prospects if you also double-major in Management. So don't just plan for an entry-level job – major in Management and plan for a career!



**"Healthcare Analytics Management" Minor Offered**

Healthcare Analytics Management (HAM) Minor is for business and non-business students majors, who are interested in careers in healthcare management. In the United States, we spend 17 % of our Gross Domestic Product for healthcare expenses; and there is a colossal demand for healthcare management professionals in healthcare industry. HAM provides a career path into this complex and exciting industry. Our program already has 42 students, and is supported by healthcare advisory board who are the executive directors of healthcare organizations, such as Mayo, Gundersen and LHI.

During the spring 2019 semester, six healthcare professionals are planning to visit UW-L as our guest speakers. They are:

- Tanner Holst – Mayo Clinic Health System – Vice Chair Administration
- Jeffrey Mueller – Mayo Clinic Health System – Business Analyst



- Tony Mirasola – Wisconsin Hospital Association – Outreach & Analytics Specialist
- Chris Plaisance – Black River Memorial Hospital – Business Intelligence Director
- Todd Bergstrom – Care Providers of Minnesota – Director of Research & Data Analysis
- Mason Quackenbush – Gundersen Health System – Director of Human Resources

In addition, HAM students are invited to the end of the semester celebration which create the opportunity to meet and mingle with the healthcare professionals. For more information, Please contact the director of the HAM program, Uzay Damali ([udamali@uwlax.edu](mailto:udamali@uwlax.edu)) to learn more about advisory board member's presentations and the end of the semester celebration.

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

## Sustainable Business Minor Offered

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

The CBA will offer the following required and elective courses for the minor in Fall 2019.

Required MGT 301 –Introduction to Sustainable Business

MGT 408- The Global Responsibility of Business

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

Sustainable Business Minors....watch for more information a study abroad opportunity for Summer if 2020 to Ireland.

## Course Offerings for Summer

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

MGT 301 – Business Communications, (online – Summer Session I, II, & III)

MGT 308 – Organizational Behavior and Theory (Online – Summer Session I)

MGT 393 – Production & Operations Management (on-campus, Summer session I)

MGT 400 – Doing Business in Slovakia and Applied International Research (in SLOVAKIA, Summer Session I)



**Global Consulting Program.** This summer 15 UWL students will be heading to Bratislava, Slovakia, for the 9th 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](mailto:ngullekson@uwlax.edu)).

## Course Offerings for Fall 2019

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

- MGT 310 – Principles of Sustainable Business
- MGT 385 – Human Resource Management
- MGT 400 – Seminar on Management Topics
- MGT 412 – Leadership & Team Development
- MGT 420 – Entrepreneurship
- MGT 484 – International Human Resource Management

- MGT 485 – Collective Bargaining & Negotiations
- MGT 492 – Global Supply Chain Management and Logistics

## A Program in its PRME



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

## Get Involved With Management Research & Business Consulting!

Want to show your project-management skills to a prospective employer? Thinking of going to graduate school or law school some day? Do you like pondering interesting questions? Then get involved with management research and business consulting!

Numerous faculty members in the Management department can work with you and guide you on research and consulting projects. If you look at the recent faculty publications on the Department of Management webpage you may find a professor who is interested in the same topics that you are. Your involvement with research can often be turned into an Independent Study research project (MGT 499; restrictions apply). It is the perfect way to enhance your resume' or graduate school application, and to increase your understanding of management concepts.

## Faculty Updates & Kudos

Dr. William Ross, the Management Department Chair, in on medical leave for the Spring Semester. The department stepped up as a true management team in his absence to support all of the great work that he does. We wish Dr. Ross a full and speedy recovery and look forward to having him back in the department in the Fall. Any departmental needs should be directed to Interim Chair, Nicole Gullekson ([ngullekson@uwlax.edu](mailto:ngullekson@uwlax.edu)).

Congratulations to Dr. Ross for his recent publication: Ballweg, C., Ross, W. H., Secchi, D., & Uting, C. (in press). The Prevalence and Influence of Managers' Social Networking Information on Prospective Job Applicants. **Evidence-Based HRM: A global forum for empirical scholarship.**

Congratulations to Dr. Yeonka Kim on having two research manuscripts accepted for publication this Fall:

Dahm, P. C., Kim, Y., & Glomb, T. M. (in press). Leaning in and out: Work-life trade-offs, self-conscious emotions, and life role satisfaction. *Journal of Psychology*.

Dahm, P. C., Kim, Y., Glomb, T. M., & Harrison, S. (in press). Identity affirmation as threat? Time-bending sensemaking and the career and family identity patterns of early achievers. *Academy of Management Journal*.

## MARKETING DEPARTMENT

**NCUR19@ATL**  
KENNESAW STATE UNIVERSITY

Two research projects conducted by marketing students selected from over 4,000 submissions to present at NCUR 2019 at Kennesaw State University. Congratulations to the following student teams:

**Meg Sheely, Nicole Barr, and Jim Flynn**, under the guidance of **Dr. Nese Nasif**, are invited to present, "The Requirements for an Effective Advocacy Advertising Campaign."

**Jennifer Drazkowski and Meg Sheely**, under the guidance of **Dr. Marco Vriens**, are invited to present, "Demonstrating Soft Skills and Values?: A means-end chain analysis of undergraduate job market demand."



American Marketing Association

**Size** - 5th Largest AMA Chapter in world! See full story at: <https://news.uwlax.edu/uwl-boasts-fifth-largest-ama-worldwide/>

**Awards** - Selected as Top 10 Finalist in the Wall Street Journal Case Competition and invited to present and compete in the championship round at the International Collegiate Conference being held in New Orleans in April. See full story at: <https://news.uwlax.edu/marketers-take-a-top-spot/>

Brett Gluth, Nick Janco, Jasmine Bogart-Falbo, Ellen Fallon, Erika Ward, and Bennett Williams

## Upcoming Professional Events

Chicago Company Crawl

International Collegiate Conference

Marketing AMA Banquet



On **March 8, 2019**, the **6<sup>th</sup> Annual UW-L 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 UW-L at the 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. If interested in participating, or just want to learn more about this exciting event, **contact Stacy Trisler, at [stisler@uwlax.edu](mailto:stisler@uwlax.edu) or CWH 316D.**



## Class Scheduling Information Summer Course Offerings

**MKT 465, Digital Marketing and Analytics**, will be offered this summer as an online class. 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 to 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. It will be offered again in Fall as a hybrid course.

**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 and Dr. Ken Graham will lead the international marketing track of UW London. Students will live in London for four weeks and earn credit for two classes. The program includes excursions in and around London.

## Fall Course Offerings of Interest

**Integrated Core** – Faculty in the Marketing, Management and Finance department are planning to offer one section of an Integrated Core Curriculum, consisting of 12 credits and meeting the requirements for MKT 309, FIN 355, MGT 301 and MGT 308. Enrollment 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.

**MKT 444 Sports & Recreation Marketing** to be offered in Fall. While it is scheduled as a fall semester offering, it has not been offered in several years. We are excited to be making this course available to students again in fall 2019.

## Didn't Get Your Classes? Now What?

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

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/>.

## Faculty Publications, Presentations and Development

### Journal Publications

Machin, J. E., Adkins, N. R., Crosby, E., Farrell, J. R., Mirabito, A. M. The



Marketplace, Mental Wellness, and Me: Exploring Self-Esteem, Self-Efficacy, and Self-Compassion in Consumer Coping. *To appear in Journal of Business Research*. (Submitted: December 4, 2017, Accepted: December 2018).

Pusaksrikit, T., Pongsakornrunsilp, S., Chinchachokchai, S., **Crosby, E.** (2018). The Superstitious Journey of Thai Lottery Gamblers. *Journal of Marketing Management*. (Submitted: July 2, 2017, Accepted: June 2018, Published: December 1, 2018).

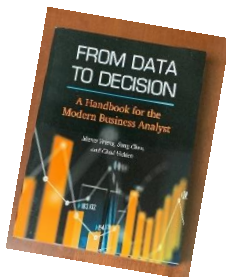
McKeage, K., **Crosby, E.**, Rittenburg, T. (2018). Living in a Gender-Binary World: An Application of the Consumer Vulnerability Model. *Journal of Macromarketing*. (Submitted: October 27, 2015, Accepted: May 2017, Published: March 2018).

<http://journals.sagepub.com/home/jmk>  
**Vriens, M.**, Chen, S., Vidden, C. Mapping brand similarities: comparing consumer online comments versus survey data. *To appear in International journal of Market Research*. (Submitted: July 2018, Accepted: October 2018, Published: November 21, 2018).

Chen, S., Vidden, C., **Vriens, M.** (2018). Topic modeling for open-ended survey responses. *Applied Marketing Analytics*. (Accepted: February 2018, Published: May 2018).

#### Books

**Vriens, M.**, Chen, S. & Vidden, C. (2018). *From Data to Decision: Handbook for the modern business analyst*. Cognella Academic Publishing.



## INTERNATIONAL BUSINESS DEPARTMENT

### IB minor

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

### IB major

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

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

BUS 405: The Law of International Business Transactions

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

ECO 340: International Economics

ECO 375: International Development

MGT 408: The Global Responsibility of Business

MGT 484: International Human Resource Management

IB 450: International Internship

IB 499: Independent Study

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

The Spring International Business Workshop includes an International Business Alumni Panel and additional time for academic advising. It will be held the beginning of April. Pizza and refreshments will be provided. Come to learn more about what you can do in the field of IB!

CBA students continue to be globetrotters. Last fall and winter students ventured off to Argentina, Australia, England, France, India, New Zealand, Hungary, Denmark, Spain, and Italy.

For the 9th year, students have the opportunity this upcoming summer to venture to Bratislava, Slovakia, to work with Slovak students on consulting projects for companies in the region. In previous summers, students worked on projects for Google, Dell, AT&T, the U.S. Embassy and many other large and small companies, while also exploring the culture and adventures in the country. The program will be led by Drs. Nicole Gullekson and Maggie McDermott, both who have consulting and international experience to share with the students.

## SMALL BUSINESS DEVELOPMENT CENTER



### Wisconsin Small Business Development Center at UW-La Crosse Supports Campus Entrepreneurship Opportunities

#### I-Innovate

On February 13, 2019, the SBDC hosted the UWL I-Innovate Competition. This FREE to participate business idea competition was open to all currently enrolled undergraduate and graduate students taking at least 6 credits. You could participate by yourself or as a team. There were two Competition Categories: Science/Technology and Open/Traditional. Plus, recognition for the Best Idea of All! I-Innovate is hosted by the SBDC annually, so make sure to check it out next year!

#### UWL Innovation Lab – Certificate in Entrepreneurship

The UWL SBDC has a program this spring semester to help students answer the following questions: Do you have a business idea? Want to test that idea? Fine tune the idea to prepare to launch it? Develop a Business Plan? Launch your business?

This program can help you develop a business plan to launch your business. Participants have the opportunity to compete in the UWL Eagle Eye Business Plan Competition as well as other competitions that provide financial and other support to help you launch your business. The UWL Innovation Lab is a great way to prepare to participate in the Wisconsin Big Idea Tournament (see below).

There is no cost to participate but you do need to register. Register [here](#). The UWL Innovation Lab is hosted each spring by the SBDC.

#### Wisconsin Big Idea Tournament

Have you ever thought to yourself that you had an idea that could help others and wanted it to potentially turn into a business? For the fifth year, UWL students will have an opportunity to compete for local, state and national prizes in the Wisconsin Big Idea Tournament. This isn't a Business Plan competition, but rather a way for eligible UW system college students to explore their gifted entrepreneurial minds and get the idea juices flowing. This tournament challenges students to explore, test and adapt an idea using lean start up business development tools. It teaches cutting-edge lean startup business development tools, provides business mentorship, and allows participants to compete at a state level for a chance to win seed funding for their idea as well as a chance to compete internationally at the 2019 International Business Model Competition

(IBMC) in May 2019. So, bring your ideas. The UWL competition will be held on March 13, 2019. The state finals in Madison will be in April 2019. For more information, go to <https://wisys.org/events/bigidea> or contact the UWL SBDC at [sbdc@uwlax.edu](mailto:sbdc@uwlax.edu).

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

#### ***How Companies Use Big Data to Create Stronger Conclusions***

**Thursday, February 28, 2019**

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

The term "Big Data" refers to an extensive collection of data and the ability to use it to our advantage to discover trends and patterns for research and analysis purposes. Big data works on the principle that the more you know about anything or any situation, the more reliably you can gain new insights and make predictions about what will happen in the future. By comparing more data points, relationships begin to emerge that were previously hidden, and these relationships enable us to learn and make smarter decisions. Companies typically use big data to make important decisions, decrease costs, and come up with innovative ideas. Does big data really have a significant impact on companies? Large companies have been using big data now more than ever to improve their efficiencies, and those that don't participate may fall behind. Learn more about the use and impact of big data at the Spring Economic Indicators event when Professor TJ Brooks shares his insights on this innovative topic. A panel of business professionals will also explain and offer awareness of how big data impacts the way companies make decisions.

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 general updates on core indicators. Register at <https://economicindicatorsspring2019.eventbrite.com>. The deadline to register is Monday, February 25<sup>th</sup>.

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

## AMERICAN MARKETING ASSOCIATION

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

This year's focus has been on recruitment and retention, in which we ended up increasing our chapter by 71 to total 146 members. Due to our ongoing efforts, the UWL chapter was named the 5<sup>th</sup> largest AMA chapter, which includes over 320 chapters from around the world.

AMA has kept a rigorous pace throughout the fall semester with offering more opportunities than ever in an effort to live up to our year's theme, Build Your Brand. As a marketer, it is crucial to know what makes you stand out from others. AMA's efforts this semester will continue to focus on providing numerous enriching opportunities to aid our members in recognizing and growing their strengths. These opportunities include hosting speakers from multiple different fields of marketing, attending conferences with breakout sessions tailored to differing interests, reinforcing participation in multiple conference competitions, touring various local marketing companies, volunteering with unique businesses, and offering tons of application-based marketing projects.

This past fall semester, AMA achieved something that it never has before. The UWL AMA chapter was awarded Top 10 in the national AMA Case Competition. The Case Competition is an opportunity that AMA members can participate in to gain real world marketing knowledge. The case is made up of 4 different groups (Integrated Marketing Communications, Finance, Strategy, and Research) that come together to solve a business problem, allowing members to choose what group they prefer. This year's case was regarding the Wall Street Journal. The project managers from each group will get the chance to present their case in front of the Wall Street Journal board and other AMA judges at the national conference in April.

This spring semester is brimming with opportunities including our annual Chicago Company Crawl where 20 AMA members get the opportunity to travel to Chicago and visit different companies in various marketing fields. This allows members the chance to expand their interests within the marketing

field while also exploring a potential post-graduation location.

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

## BETA ALPHA PSI

Beta Alpha Psi is a premier international honors organization for Accounting, Finance, and Information Systems students and professionals. The primary objective of Beta Alpha Psi is to encourage and give recognition to scholastic and professional excellence in the business information field. This includes promoting the study and practice of accounting, finance and information systems, providing opportunities for self-development, service and association among members and practicing professionals, and encouraging a sense of ethical, social, and public responsibility. Beta Alpha Psi gives full member status to students who have completed the first Intermediate course of their degree (ex. ACC 311 for Accounting Majors) and pledge status to all other students. Students may become a full member upon completion of their Intermediate course and with a minimum of a 3.0 GPA. Meetings are held most Wednesdays at 6pm in Centennial Hall Room 2205. Beta Alpha Psi hosts firms and professional speakers at these meetings. If you have any questions about Beta Alpha Psi or are interested in joining, please visit our website at <https://uwlmyorgs.campuslabs.com/engage/organization/betalphapsi> or contact Kayla Sluis at [sluis.kayla@uwlax.edu](mailto:sluis.kayla@uwlax.edu)



## BETA GAMMA SIGMA



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

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

## COLLEGIATE ENTREPRENEURS ORGANIZATION

The **Collegiate Entrepreneurs' Organization<sup>®</sup> (CEO)** mission here at UWL 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. Along with that, students are given a great opportunity to connect with their entrepreneurial peers. Students every day share and gain new ideas that help advance their interests and professional skills. Come see what CEO is all about!



CEO meets bi-weekly during the spring semester. We will hold our meetings on Wednesdays at 6:00 pm in Centennial Hall, room 1401. This semester we will be hosting local business owners to hear about their experiences. We are also involved in numerous activities and workshops on campus that help strengthen a wide variety of skills. We look forward to another great semester! If you have any questions on membership, please contact Kyle Mazurek ([mazurek.kyle@uwilax.edu](mailto:mazurek.kyle@uwilax.edu)), president of the Collegiate Entrepreneurs Organization.

## DELTA SIGMA PI

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

DSP is a perfect opportunity for business majors to get involved in the campus community, make new friends, and advance both personally and professionally. Each semester, DSP performs community service projects such as Adopt-A-Highway, Glow in the Deke, and Relay for Life; fundraising efforts such as calendar raffles and Family Fest; and professional activities such as company tours, Prep For Success, and professional speakers. This past August, our chapter had the opportunity to send four delegates to New Orleans for the national Fraternity's bi-annual Grand Chapter Congress.

Whether you are interested in participating in these activities, networking with other business majors and business professionals, or becoming a part of something significant and meaningful, DSP is just the organization for you. By becoming a member in Delta Sigma Pi, you will learn valuable lessons and make long-lasting friendships that will provide you with great memories and meaningful experiences, which will serve you well into the future. As the current members in DSP will readily agree, joining Delta Sigma Pi is one decision in your college career that you will not regret! To learn more about DSP and how to become a member, visit <https://uwilmyorgs.collegiatelink.net/organization/deltasigma>

## FINANCIAL MANAGEMENT ASSOCIATION

The Financial Management Association is an organization which facilitates the development of knowledge regarding

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

If anyone has questions, feel free to contact Kirk Martin, [martin.kirk@uwilax.edu](mailto:martin.kirk@uwilax.edu)

## HEALTHCARE MANAGEMENT & LIFESCIENCES

The Healthcare Management & Lifesciences (HML) is a student lead organization open to all majors that aims to help students learn more about the various components of healthcare and the unique opportunities available within the healthcare industry. Students are presented opportunities to network with alumni and professionals in various fields. HML 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 HML president Abby Christopherson at [christop.abby@uwilax.edu](mailto:christop.abby@uwilax.edu) or HML student adviser Uzay Damali at [udamali@uwilax.edu](mailto:udamali@uwilax.edu) with questions or for more information!

## INFORMATION SYSTEMS ASSOCIATION

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



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

Contact ISA president Joseph Morris at [morris.joseph@uwlax.edu](mailto:morris.joseph@uwlax.edu) or Dr. Haried at [pharied@uwlax.edu](mailto:pharied@uwlax.edu) for more information.

## INTERNATIONAL BUSINESS ASSOCIATION



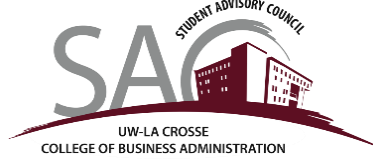
The International Business Association is an organization aimed at those interested in international business, becoming more familiar with differing cultures, and international issues surrounding business. We bring in a variety of speakers within the IB field to provide networking, internship and job opportunities to our members. IBA is open to any major interested in international affairs and issues. Our meetings this semester will include a variety of speakers from the IB field, professional development opportunities, as well as study abroad information. Our meetings are every other Wednesday at 8pm. If you would like more information or would like to join, visit our MyOrgs page or contact IBA President Nat Atkinson at [Atkinson.nat@uwlax.edu](mailto:Atkinson.nat@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 on Tuesdays from 6:30-7:30 pm in room 2301 Centennial Hall. They also provide volunteer opportunities and social events throughout the school year. This March, UWL SHRM will be attending the 2019 WI SHRM Games competition and conference, located in Eau Claire, WI. UWL SHRM is helpful for any major and all UWL students. Contact academic adviser, Christa Kiersch

at [ckiersch@uwlax.edu](mailto:ckiersch@uwlax.edu) or president, Austin Haas at [haas.austin@uwlax.edu](mailto:haas.austin@uwlax.edu) to join today

## STUDENT ADVISORY COUNCIL



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

Any student with a major or minor in the college of business is strongly encouraged to join our organization! We meet every other Wednesday at 4:30 p.m. in 105 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, feel free to contact Reedan Abid at [abid.reedan@uwlax.edu](mailto:abid.reedan@uwlax.edu).

## CBA ADMINISTRATION

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

