

# Management / Marketing Dept. News

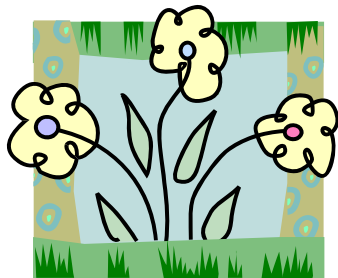
From Lisa's PC

Volume No. 1

Spring, 2004

## Gearing up for Spring semester!

I'm looking forward to Spring semester as your Interim Chair. A big thanks to Jere Hatcher for carrying the torch the last several years!



We have lots going on in the department right now and this newsletter is one tool we'll use (in addition to our *new dept'l Blackboard site!*) to keep you updated...if ya'll have suggestions, please let me know.

## Our Class Schedules

Our dept. is offering 3 of the 7 online LSUS courses for Spring (ISDS150, MKT440, MADM701); we're once again at the forefront!

The CBA summer schedule (fall to be posted in the next couple weeks) is now posted on the whiteboards in BE100; please stop by and check them out and encourage any students to do so, too, before they are input to the scheduling system. LSUS is using a new scheduling system as part of the new mainframe coming on board, piece by piece. More info. to come on this later.

## Important Dept./CBA Meetings to Attend

**M/M Departmental Meeting** – Friday, Jan 23<sup>rd</sup>, BE391, Noon.

You asked for it; you got it: *Online Instruction at LSUS*. (D. Austin). Tuesday, Feb 3<sup>rd</sup>, Common hr., BE216.

**Brown-bag on Teaching** – Friday, February 27<sup>th</sup>, Noon, BE391. Faculty members should bring: 1) lunch, & 2) one teaching tip & one teaching-related question.

Spring Break (woohoo!): 3/22 – 3/27

**Your FPR will be due to Lisa by April 7;** please make plans now.

## Assurance of Lrng. (AOL)

With the revised AACSB guidelines ([www.aacsb.edu](http://www.aacsb.edu)), AoL is now quite important for our dept. Some AoL activities have already been pursued in the CBA, but it is likely that at least our CBA core classes (e.g., ISDS150 / 350/ 383, MADM210, MKT301, MADM480, MADM701, MKT701, ISDS705, MADM720, MADM760) will need AoL plans in place before our next AACSB review.

One AoL approach, a pre/post test, has been refined for use in MADM301 this semester! Please see our dept BB site for how this was conceptualized and will be implemented.

## Reminders

- Attendance at departmental and CBA meetings will be tracked for FPR purposes (see CBA handbook, PES-12).
- Graduate faculty status renewal applications are due for:
  - Wolfgang Hinck
  - Karen James
  - Lorraine Krajewski
  - Ken Masters
  - Sanjay Menon

For those on this list, please provide a recent personal CV copy to Lisa. I appreciate your help in completing these forms and in supporting our MBA program!

-OVER PLEASE-

Onward and Upward!

## Hats off to our Adjuncts

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Our adjuncts are helping us fulfill our teaching mission in spring, and we appreciate it!

- Trudie Allen
- Robin Gosserand
- Wayne Hogue
- Carole Preston
- Kyle Ristig

## CBA Committees

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CBA committee membership, as relevant to our department, includes:

-Curriculum & Standards – Wolfgang Hinck, member.

-Graduate Studies – Lisa Burke, Chair until May, 2004. Ken Masters, member.

-P,P,P – Binshan Lin, member.

-Assurance of Learning – Sanjay Menon, Chair. Ken Masters & Ray Taylor, members.

-Technology – Karen James, chair. Lisa Burke, Sybille Emerson, & Janice Goode, members.

Please check Blackboard for minutes from these CBA committees and for the fuller array of service assignments. Also, if you have questions about a committee, feel free to chat with a member.

## Updating Departmental Vitas

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Please stop and see JoAnne to ensure your vita on file in the department is recent. These documents must be kept current for SACS and AACSB, and other activities. Thanks for your investment of time!

## Service changes

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Sanjay Menon is now the sole advisor for LSUS SHRM. Go SHRM!

Jere Hatcher will be reviving our Mentoring program (as well as continuing to direct our intern program). This is great development for our students!

Janice Goode will be transitioning to the Advisor for Sigma Iota Epsilon. Thanks, Janice!

Thanks to all faculty for supporting our student organizations. These are great retention and mentoring tools and your time is appreciated!

## Interested in investigating...?

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One of our annual dept'l goals is to: "Evaluate the elective courses that are routinely taught within and outside the department to determine the feasibility of creating a 2<sup>nd</sup> management concentration."

I think that this is about a 2 or 3 hr effort, discussing potential options (if any) and then making a recommendation to ALC. If you're interested in examining this, please let Lisa know at your earliest convenience. Thanks for your consideration!



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