

# Management / Marketing Dept. News

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From Lisa's PC

Volume No. 2

Summer, 2004

## Gearing up for Summer School!

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Yes, spring semester has come to a close, and we're now gearing up for summer school (and a much-deserved "break")!



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

## Summer classes

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For summer, the dept. seeks to offer (at least) the core CBA courses. Thus, most departmental faculty are teaching one or two summer classes. Of special note is the Germany course in May-June; Dr. Hinck is scheduled to take ~7 students to Germany! We also have an MBA intersession course, MADM710, starting after graduation, along with some neat electives, a 100% online MKT450, & 50% online ISDS150 course this summer, and much more.

## Important Dept./CBA Meetings & Dates

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- FPR one-on-one meetings should be wrapped up by the end of finals week. Many great performances out there by our dept'l faculty this past year; let's keep aiming for the stars!
- May 15 – Chair to turn in the results for our dept'l 2003-04 plan.

- June 1 -- Complete our 1-year 2004-05 dept. plan; we'll use email, BB, & informal chats to work on this.
- ISDS702/705 proposal – GSC has asked our dept to consider a proposal regarding a change in the MBA core. More details will be forthcoming...
- Please know there may be some Assurance of Learning meetings this summer (at least for graduate faculty since we need MBA goals as well).

## Dept. earns student organization awards!

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Our dept. single-handedly earned two of the five LSUS Student Organization Awards this spring! SHRM won *Internal Service Award of the Year*, and Sandy Jones, Pres. of AMA, won *Student Leader of the Year!* Let's also note that LSUS SHRM won a *National Merit Award* for their activities. Thanks to all faculty who actively support these groups; we're building great leaders.

## Assurance of Lrng. (AOL)

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Yeah – we have unanimously approved 8 undergraduate programs goals for Assurance of Learning purposes! [If you thought that meeting was challenging, please know that there's a lot more where that came from – ha!] Seriously, the faculty did a great job of improving the goals! The next step will be for faculty to help us determine in the UG core courses how we're covering and measuring these goals (to isolate gaps). We'll also need graduate faculty to approve MBA program goals/capacities in the near future.

We'll be wrapping up the MADM301 pilot test (pre/post) with some analysis. Various useful learning points have occurred in this process. Again, this method was chosen because 301 tends to be more cognitive than skills-based. Please know other AoL

Onward and Upward!

activities are available for your to utilize as Dr. Menon (chair of AoL) has reiterated.



## Reminders

- Attendance at departmental and CBA meetings will be tracked for FPR purposes (see CBA handbook, PES-12). Included will be any research/teaching seminars or brown bags in the dept.
- Graduate faculty status was renewed for – congratulations!
  - Wolfgang Hinck
  - Karen James
  - Lorraine Krajewski
  - Ken Masters
  - Sanjay Menon
  - John Vassar

## MBA update

The first online MBA class, Madm 701, was offered during the Spring 2004 semester! "The class has been challenging, and I have learned so much," says MBA student Stephanie Guillory, one of 17 students completing the class. The second online class, Economics 705, will be offered in Fall 2004 and is open to all fully admitted MBA students.

## Hats off to our Adjuncts

Our adjuncts continue to help us fulfill our teaching mission, including:

- Trudie Allen (helped with the 301 AoL pilot test; will teach MKT301 in the fall!)
- Wayne Hogue (helps with many classes, plus computer issues!)
- Carole Preston (took on 2 sections of 150!)
- Kyle Ristig (will teach MADM320, once again, as he works to finish his PhD!)

- Robert Lewis (will be trained to offer ISDS 150 online in Fall!)

In the fall, we'll be welcoming an Executive in Residence, Mr. Nick Bibby, an entrepreneur, and Mr. Michael Carter, a local management consultant. They'll be teaching MADM410 & MADM/MKT490, respectively. Please introduce yourself to them and help make them feel at home in the CBA!

## Your vote?!

I'd like to continue our teaching or research brownbag this fall (with the goal of one a semester). I'll be creating a survey on our dept'l BB site so that you all can vote anonymously for either a teaching or research forum. Be thinking what you want!

## CBA Committees

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

-Curriculum & Standards – Wolfgang Hinck, member.

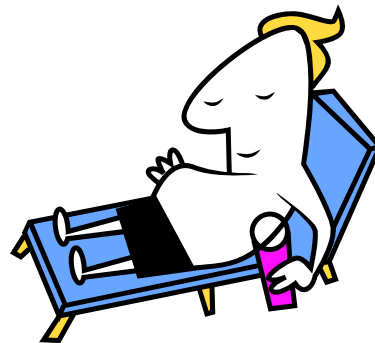
-Graduate Studies – Ken Masters, member.

-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.

Thanks to all of you for supporting the CBA committee structure. You may check Blackboard for minutes from these CBA committees and for the full array of university and college service assignments.



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