The MBA Reporter

FROM THE MBA OFFICE

While spring began over two months ago, we still feel a sense of renewal and increased energy that spring ushers in each year. Coinciding with seasonal change, the MBA Program is undergoing its own renewal. After months of market research and conversations with key stakeholders, including alumni, faculty, and potential students, we have embarked upon a path that transitions our course delivery to a blended model. We believe that not only does this format appeal to the MBA degree-seeking individual, but research also suggests that academic achievement is higher for students under a blended instructional model compared to students who experience strictly in-person or online modes.

Some of you have already participated in the blended courses we have recently piloted. This fall we will offer additional blended courses, with a full rollout of our blended format in spring 2017. While we recognize there may be a few issues to navigate as we transition, participating in the evolution of the MBA Program is exciting.

On another front, we bid a fond farewell to Rachael Ferguson, our 150-hour Graduate Assistant, and Hilda Carrillo, our former lead Graduate Assistant and temporary MBA Program Coordinator. Rachael is graduating this August and will focus on earning her CPA license while working as an assurance associate at PricewaterhouseCoopers. Hilda began teaching for the School of Business Administration in January and will continue to teach for both the undergraduate and graduate programs. We also welcome the arrival of Senay Semere, our new Graduate Assistant who begins his assistantship this summer. Senay comes to us with a background in marketing and entrepreneurship and is also a mentor for Dayton Public Schools.

And finally, we welcome Scott MacDonald as the new MBA Director. Scott earned his MBA from the University of Dayton in 1996 and comes to us from Civista Bank. “Scott brings vast experience and a strong connection with the local business community, as well as a deep understanding of the University’s Catholic and Marianist identity,” said Associate Dean of Graduate Programs, Harvey Enns.

1 http://linkresearchlab.org/PreparingDigitalUniversity.pdg

IMPORTANT DATES

Sat. Jun 25
Last day of Summer 1st Term
Start of Summer 2nd Term

Mon. Jul 4
Independence Day—Office Closed

Fri. Jul 8
Last day to apply for August 2016 graduation

Sat. Aug 6
Last day of Summer 2nd and Full Terms
Ecotourism

Sustainable businesses, or green businesses, have rapidly gained popularity in recent years as individuals have become increasingly aware of the impacts of their choices. Forbes Magazine annually unveils a list of the most sustainable businesses around the globe and popular startups like Airbnb and Uber were included due to their focus and promotion of environmentally friendly practices. At a time when many are packing their bags and heading to exotic locales, the impacts of destination choice and subsequent activities with regards to sustainability are often overlooked. Whether it is out of habit or mere convenience, vacations are often booked with entertainment and price point as the main factors.

Tourism is a 7.2 trillion dollar industry, and the leading export for 4 out of 5 countries. For an already gigantic industry, The World Travel and Tourism Council’s 4% annual growth projection has the ability to cause irrevocable damage to the environment and native communities if responsible travel isn’t vigorously pursued.

To combat the negative effects of traditional tourism, ecotourism promotes “responsible travel to natural areas that conserves the environment, sustains the well-being of the local people, and involves interpretation and education,” according to The International Ecotourism Society. At the most basic level, eco-friendly tourism results in the circulation of money within any given community and tourists whom adhere to the adage “take nothing but memories. Leave nothing but footprints.” In 2015, 15 countries were chosen as responsible, sustainable tourism locations. Green Global Travel named Barbados, Cape Verde, and Northeast Kingdom, Vermont as top ‘green’ destinations, shedding light on the expanding market encompassing destinations both at home and abroad.

Ecotourism does not come without faults, however. In third world and developing countries, the profits often trickle back into the hands of the developed world, which can result in corruption and have a devastating effect on the aforementioned community. A prime example recently made headlines when Thailand decided to close four popular tourist islands to the public in an effort to conserve local flora and fauna. Closure of threatened sites is one option for countries that lack funding and conservation efforts and must resort to extreme solutions.

To “travel green” one must travel with the intent of better understanding the community in which they are a guest. Hiring local guides, supporting local businesses and respecting the environment all contribute to the sustainability of native ecosystems. Tourism will likely remain a top GDP generator and it is the responsibility of individual travelers to make environmentally conscious travel choices.

Sources:
- http://www.ecotourism.org/
Half Semester Drop Policy

The following registration, examination, and financial guidelines will be applied to all MBA courses scheduled for half semester (8 weeks-Fall & Spring Terms and 3/6 weeks for Summer Terms) duration.

Registration

_Last day to complete registration:_ Last business day before the date of the first scheduled class session.

_Last day for late registration, change of grading options and schedules:_ Last business day before the second scheduled class session.

_Last day to withdraw without record:_ Last business day before the third scheduled class session.

_Last day to withdraw with record of W:_ Last business day before the sixth scheduled class session.

Examinations

Final examinations will be held on the last scheduled class session (could be a Saturday). For some terms, there are only fifteen class days provided by the schedule. When this occurs, the last class day is established as Saturday and is designated the final exam day for the first half session course.

Grade Appeals – MBA Policy

_Time limit for Appeal:_ Grade appeals submitted by students in the School of Business Administration will be objectively and promptly reviewed. A grade appeal may be initiated, provided that it is done within 14 calendar days following the end of the academic term in which the grade was assigned and provided further that one of the following three criteria is met:

1. That the grade received appears to be inconsistent with the performance of the work required and recorded for that course;
2. The grade received is inconsistent with what has been recorded for the course;
3. The grade received was explicitly determined by criteria other than the stated criteria system for that course.

_Procedures for Appeal:_ If a student wishes to appeal a grade and can provide evidence that one of the criteria above has been violated, the following appeals procedure is to be followed:

1. The first appeal is made directly to the course instructor awarding the contested grade. No appeal will be further considered if this first step is not followed. If this appeal is unsatisfactory to the student, he/she may then register a second appeal.
2. The second appeal is to be submitted in writing by the student to both the Department Chairperson and MBA Director with fully supporting facts and documentation for review. The appeal to both the Department Chairperson and the MBA Director must be filed within 14 calendar days immediately following the conclusion of the first appeal.
3. A third and final appeal may be made to the Associate Dean for Graduate Programs, School of Business Administration, by either the student or the course instructor. This final appeal must be filed within 14 calendar days immediately following the conclusion of the second appeal. The Associate Dean will appoint and chair a Grade Appeal Review Committee to gather the facts and make a recommendation. The Committee will make a decision based on the evidence presented. The student, course instructor, Department Chair, and MBA Director will be advised of the Committee’s findings.

_Change of Grade:_ If a grade change is warranted, either the Department Chair, MBA Director, or the Associate Dean will execute a change of grade form.
**Blended MBA Program**

**Beginning Fall 2016**
The MBA program will begin transitioning to a blended structure. With this move, some MBA courses will be offered in a combination of in-person and online class sessions, rather than fully in-person or fully online. The new format will provide students greater convenience and flexibility while still maintaining the classroom experience many students value.

- Approximately 1/3 of each blended course will be in a face-to-face format with the remaining content delivered online.
- The in-person class sessions for all core courses will be held on Saturday, rather than on weeknights.
- We expect that by spring 2017, all MBA core courses will be offered in this blended format.
- Elective courses will continue to be offered in a variety of formats.
- Neither the curriculum nor the hours needed to complete the program will change.

**Great Sources to Check Out**

**Gartner—UD Authentication Required**
In-depth independent analysis and actionable advice on virtually all aspects of the global IT industry. Among the analyses offered are Magic Quadrant reports; recent topics include Digital Commerce (9 March 2016); Data Warehouse and Data Management Solutions for Analytics (25 February 2016); Sales Performance Management (21 January 2016); Warehouse Management Systems (21 January 2016) and Managed Security Services, Worldwide (15 December 2015).

**Mergent Horizon (part of Mergent Online)**
Search a company and find its suppliers, customers, and partners.

**Millie free on the Web**
Produced by Northern Light Group LLC, this site curates and aggregates substantive industry news from around the Web and provides a powerful search and filtering interface to sort, refine, and analyze search results. Industries covered include agribusiness, chemicals, financial services, food & beverage, healthcare, IT and life sciences. (source: BestBizWeb Newsletter)

**2016 Dayton Regional Economic Outlook...**
is prepared by the Dayton Chamber of Commerce is now available for free on the Chamber of Commerce site. The link to the PDF report is on this page: [http://www.daytonchamber.org/index.cfm/business-resources/economic-data/](http://www.daytonchamber.org/index.cfm/business-resources/economic-data/)

**Questions? Contact Joan Plungis, Roesch Library**
P: 937-229-4245 E: jplungis1@udayton.edu

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**Get Your Voice Heard...**

**Course Evaluations**
Graduate students at UD are strongly encouraged to complete a Student Evaluation of Teaching (SET) survey for each class they are enrolled in. SETs are typically available ten days prior to the last day of class. You will receive a survey announcement by email and you will have ten days to complete the surveys. Your teacher may choose to take time to complete the survey during class - consult your syllabus or professor to determine whether you will have this option. Please note that although you must use your credentials to access the SETs, the University is committed to ensuring that student responses remain anonymous.

**SET results are important to the advancement of our program.**
We value your input and rely on your feedback for continuous improvement. Results of these evaluations are reviewed by instructors, department chairs, and other administrators. Instructors use the feedback to improve their teaching, and administrators use it as one source of information for merit, retention, promotion, tenure, and other administrative decisions. For that reason, we strongly encourage you to provide your input. Let your voice be heard!

**Graduate Assistant Opportunity**

**UD Bookstore**
University of Dayton Retail Operations is seeking a Graduate Assistant for the Fall 2016/Spring 2017 academic year. This position reports to the Merchandise Manager and provides merchandising, buying, vendor relations and invoicing experience at the UD Bookstore and Flyer Spirit. Candidates must display strong customer service skills and be able to work a flexible work schedule. This GA position includes a compensation package to offset tuition. Please direct questions, resumes and cover letters to Katie Overholser (koverholser1@udayton.edu).
**FACULTY SPOTLIGHT**

**Which courses do you teach for the MBA program?**
MBA 797—Marketing Management

**What is your research interest?**
Digital Marketing, Content Marketing, Branding

**What do you enjoy most about teaching at UD?**
Definitely the people: students, faculty, staff, our great business partners who come in as guest speakers and also give our classes meaningful projects for experiential learning

**What has been one of your major professional or personal accomplishments and why?**
Getting a teaching position at UD. It changed my life in so many ways and those of my family. I was able to stay home at times compared to a traditional 8:00 - 5:00 job when my children were little. They benefitted greatly. Professionally I get to do amazing and meaningful things: teach great students really interesting topics, work on projects for local and national businesses, sit on committees that make important decisions, and I am a Marianist Education Associate where I share the teachings of the Marianists. I do this all within a strong community.

**What advice would you give MBA students?**
Never stop learning! It’s an exciting time to be in business with rapid and profound change occurring. It is critical to constantly scan the business and consumer landscape to understand the threats and opportunities that exist or are emerging! Also - read business books and news - I subscribe to several newsfeeds to get the latest news everyday. I also participate in webinars each week! Lastly, network!

**What book(s) have you read recently?**
A book that is a compilation of chapters written by 20 women - including me! My chapter focuses on relationships that mostly have to do with UD. The Women in Business Club is an example. The book is called: **SUCCESS Powered by Relationships** and is all about the power of relationships with in-depth advice for making connections for success.

**You are stranded on an island, what is one thing you would want with you and why?**
I know other people say this but I would definitely take The Bible!

**Share something fun, quirky, unusual, or unique about yourself that you would like to share with students.**
I have three grown sons who tortured me as they were growing up and still do (in a loving way, of course)! I love to torture them back by sneaking things into our conversations such as telling them I have a fantasy football team (there is no way that I know how to do that); using words (clean) that young millennials use that I won’t use here; also Snapchatting with them...
MBA STUDENT SPOTLIGHT

If you had to give an elevator speech about yourself, what would you say?
I graduated UD with a Bachelor of Science in Engineering Technology in the winter of 2008 and have been working with the same company since I started as an engineering intern in 2006. After working as an engineer for 4 years, I decided to pursue my MBA as a means of becoming more well rounded and to differentiate my skill set in order to help companies bridge the gap between those making business decisions and those making engineering decisions. I have recently moved on to a new position that allows me to represent our engineering team during pursuit activity and build business cases for new programs. My additional responsibilities involve helping design our manufacturing strategy for new programs so that it will provide a competitive advantage for our company. I believe that my work history in tandem with my MBA knowledge allows me to fill a gap that can only be satisfied by information sharing through an individual who understands the interconnected nature of a business.

What has been your favorite class in the MBA program and why?
My favorite courses in the MBA program have been courses that focus on the psychological aspects of making business decisions such as Organization Behavior, Performance Measurement Systems, and Business Strategy. While many companies have long established ways of handling accounting and finance, organizational behavior and company culture is the most overlooked potential source for a competitive advantage.

Where do you see yourself five years from now?
Five years from now I will be 12 years into my career and I think I will be looked upon not only for my insight related to the technical nature of the automotive business, but also for my knowledge of the industry trends; I hope to be taking part in strategic planning activities at a high level.

Suppose that you have been selected to participate in an international project in South America. All arrangements have been made on your behalf. What are 5 things you would do before you leave?
I would try to improve upon my limited Spanish language skills. I would try to learn more about the culture, history, and geography of the country where I would be located. I would try to understand the history of the project or similar projects. I would try to take a trip to the project site prior to my final deployment to get a lay of the land. Finally (and most importantly), I would have to clear my (our) plans with my wife.

Would you like to share any other unique characteristics, accomplishments, and/or activities with your fellow UD MBA community?
I started running a few years back and take part in long distance races including my longest; 64 miles last summer. I play guitar and designed, built, and sell custom amplifiers in my spare time after completing my undergraduate studies. I have a second undergraduate major in Criminal Justice, just because I had an interest; I believe that many of the psychology and sociology courses I took for this major are applicable to business. My father graduated from UD’s MBA program and worked as a graduate assistant under the first advisor I met with when I decided to join the program. My wife Erin and I just welcomed our first child, Annabelle on March 30th.

NOMINATE A FELLOW MBA STUDENT!

Has a fellow student impressed you academically, professionally, with his or her community involvement, or in some other way? If so, nominate him or her and let them know that his or her efforts have been noticed! Your nomination is completely anonymous!!!

To nominate a student please complete the form at:
http://goo.gl/forms/s3td2g9Buh
Frequently Asked Questions

Q: How do I register for classes?
A: On first day of registration, fully admitted students should register online via Porches. Conditionally accepted students must call the MBA office between the hours of 8:30 a.m. and 4:30 p.m. Monday-Friday.

Q: Can I register by e-mail?
A: No e-mail registrations will be accepted. You must register either online (if eligible) or by phone on registration day.

Q: What information do I need to register by phone?
A: To register by phone, please have the following information ready before calling the MBA office:

- Full Name (spelling your last name)
- Student I.D. number
- Desired courses with section numbers
- Call-back number

Q: How do I order textbooks?
A: You may visit the UD bookstore website at: https://www.udayton.edu/bookstore/

Q: What is the last day to drop a class?
A: You may withdraw from class without record on the last business day before the third scheduled class session or you may withdraw with record of “W” on the last business day before the sixth scheduled class session. For half-term drop/add policies, follow link below:
https://www.udayton.edu/business/academics/graduate/master_of_business_administration/student_resources1/policies.php

Q: When will my class show up on Isidore?
A: Courses for which you are registered typically do not appear on your Isidore account until the scheduled start day. If you do not see your course(s) by the scheduled start day, contact the professor.

Q: Do I have to apply to graduate even if I don’t plan to attend the ceremony?
A: Yes. All students who plan to graduate are required to apply for graduation, regardless of whether they intend to be present at the ceremony. If you do not apply for graduation, a diploma will not be generated.

Welcome to our new GA’s for the 2016-2017 Academic Year

Management Info. Systems Department
Sawyer Chambers
Colin Wilson

Management & Marketing Department
Martin Jackson
Sushant Rana

Economics & Finance Department
Josh Rinear
Eric Steffey

Accounting Department
John Deimer
Matt Sartschev

SUGGEST A TOPIC FOR OUR NEXT ISSUE!

We strive to provide you with current and relevant topics and information. We want to write articles about what interests you! If you would like to suggest a special topic for our next newsletter, email Senay Semere at: arias1@udayton.edu
SBA MISSION

The School of Business Administration is a learning community committed in the Catholic and Marianist tradition to educating the whole person and to connecting learning and scholarship with leadership and service in an innovative business curriculum designed to prepare ethical leaders for successful careers in a global business environment.

RECOGNIZED. RELEVANT. REWARDING.

MEET THE MBA STAFF

SCOTT MACDONALD
MBA Program Director
E: smacdonald1@udayton.edu

MANDY SCHRANK
MBA Program Manager
E: mschrank2@udayton.edu

THERESA WEBER
Administrative Assistant
E: tweber1@udayton.edu

SENAY SEMERE
MBA Program Advisor
P: 937-229-4977
E: semeres1@udayton.edu