From the Director’s Desk...

As often is the case, the summer months seem to somehow pass more quickly than the other months of the year. And so, here we are back into the swing of a new school year. We are very pleased to welcome everyone back to campus for the fall 2015 semester and to let you know what’s happening in our dynamic MBA program. We are excited to announce that there are 48 new students beginning their UD MBA journey this fall. To help these students get acquainted, we held an orientation session on Monday, August 24th. The turnout for the event was strong and the new students actively took part in getting to know one another. We have included the names of our new students later in this newsletter and we want to thank them for choosing UD for their MBA.

In this newsletter, you will also find information about our Capstone course, MBA 799. In talking with our students at the kick-off to MBA 799 this semester, I found that many had little to no knowledge of what the course was all about, nor what they were going to be doing this semester. I had incorrectly assumed that most of our students had a good working knowledge of the course and how it fits within our program.

For those of you who don’t know, MBA 799 is a non-traditional course where student-led teams complete a full strategic analysis for a local company. Although some changes have been incorporated into the course over the past three years, the overall design of the course has been in place for more than ten years. Over that time we have worked with well over 150 companies in the Greater Miami Valley area and we have a tremendous reputation for producing high-quality work that regularly exceeds our client’s expectations. The course kicks-off on the first Saturday of each semester with an all-day session that includes a meeting with the client. You’ll learn a lot more about the course, including the kick-off dates for the remainder of the academic year, in the article later in this newsletter. As the primary instructor for MBA 799, I look forward to working with everyone in the program in an upcoming semester.

Best,

John

UD MBA Ranked Among Best in Ohio!

We are thrilled to share some exciting news with you! According to a recent article published by the Dayton Business Journal, the University of Dayton’s MBA Program was ranked among the top 10 Best Graduate Schools in Ohio, based on salary potential. Of the top three Dayton-area MBA programs, UD’s program leads the pack in early career pay. Early career pay is defined as the first five years after graduation, while mid-career pay is defined as 10 years or more after graduation.

According to PayScale, Inc., UD MBA graduates have an average early career pay of $62,600 and a mid-career pay of $111,000. We believe this is a good representation of employers’ perceived value of our UD MBA graduates.

To read the full Dayton Business Journal article, go to www.bizjournals.com and type ‘graduate schools’ in the search field. To view the full college salary report published by PayScale, Inc., visit: http://www.payscale.com/college-salary-report/grad
We can all disagree on many things, but one thing that is unarguably true is that Google’s redesigned logo has brought about a lot of talk regarding brand evolution in digital environments. How can a simple font change and different animation make such a difference? Although this is certainly not the first time Google has revamped its logo, the new sans serif creation marks the beginning of a new era for the tech giant.

Since 1999, Google had used the old serif typeface and had only made minor adjustments to its logo by removing shadows and adjusting letter spacing. While the change in font may appear to be simplistic, Google’s new sans serif logo ensures that all users get the same visual quality; whether using a 2.5 inch Android Wear smartwatch or a 50-inch television the new logo offers better legibility than its predecessors. But Google didn’t stop there, it also revamped its favicon - the single-letter icon that appears in your browser tab when you load a website - with an uppercase ‘G’ showcasing the company’s iconic four colors.

Most drastically, the tech giant is making a statement about its brand by making it fun and interactive. Gone are the days of having a static logo. With its newly introduced animated and dynamic logo, Google represents fun and innovation. While many may perceive Google’s move as a quest for beautification, it is much more than that: It is a strategic move towards compatibility with digital environments, as well as an opportunity to define Google’s belief in being more than just a search engine. After all, Google offers a lot more than the ability to search for the meaning of a word!

However, Google is not the only company being pushed to keep its brand identity digital-environment friendly. That brings us to our next point: what are the key factors shaping brand identities in digital environments? According to Uri Baruchin, strategy director at The Partners, there are four key factors that help shape brand identities in digital environments.

1. Digital must be intuitive to work.

To keep digital interfaces usable, they must be intuitive (familiar) and simple to use, as to become transparent to the user.

2. Digital is integrated and participatory.

Print-based marketing is a thing of the past. In the digital environment, channels are integrated experiences across interconnected ecosystems. Users not only engage with the content, but they also share it, and sometimes even reshape it. This requires that brand identities be both flexible and consistent, yet simple and sophisticated.

3. Digital moves and speaks.

Digital environments can be very complex, but they can also bring opportunities for movement, animation, sound and interaction. Digital allows companies to engaged more than one sense by adding a layer of visual, audio, and interactive tools that was previously impossible through print-based media. Think of Xbox’s ‘heartbeat’ sound and animation as an example of a fairly convincing metaphor for the gaming experience. Unfortunately, not many companies take advantage of this opportunity, and successful examples are limited. This is part of the reason why the new Google rebrand has been talked about so much.

4. Digital is technically demanding.

So, why haven’t more companies jumped shipped from the old paradigm? The most logical answer is that keeping up with technical requirements takes away from the ability to innovate. Issues such as globalization, localization, accessibility, resolution differences, and things as peculiar as common rectangular logos having to work well as squares have emerged. While digital environments offer many opportunities, there are also many challenges associated with them. Needless to say, we can expect to see more and more brand evolution. Google’s initiative may trigger a movement among other companies to embrace our new digital era and take advantage of the opportunities ahead.

References:
1. The Drum article by Tony Connelly
2. Catch News article by Shweta Sengar
3. The Drum article by Uri Baruchin
Career Services: Don’t miss the UD Fall 2015 Career Fair!

This event is open to all UD students and alumni interested in internships/co-ops and full-time careers. Employers will be seeking candidates from a variety of majors for opportunities with their organizations in cities across the country.

When? Monday, September 28, 2015
Where? University of Dayton Arena
Cost? Free
For more Information visit: www.udayton.edu/calendar/2015/09/career-services-9-28-career-fair.php

Don’t forget to...
• Dress professionally.
• Bring multiple copies of your resume to the event.
• Research the organizations attending so you know who to approach and how.

When viewing registered attendees in Hire a Flyer, check back often as employers are added regularly. Set up an appointment with a career advisor or attend a career services workshop to help you prepare for the event in advance.

Are you ready to spend a cold winter week in Chile!?

On January 2, 2016, MBA students will travel to Santiago, Chile as part of a study abroad course hosted by the MBA Program. Students who choose to take this intersession elective will have the opportunity to study international culture and business operations by visiting various sites covering several industries, including the wine industry. Among other activities, students will get to observe port operations in the city of Valparaiso, visit the U.S. Embassy as well as PwC, one of the largest professional services firms in the world. Dr. Mark Jacobs has also made arrangements with Start-Up Chile—a Chilean Government run program that attracts early stage, high-potential entrepreneurs to bootstrap their startups in Chile—to allow our students to be embedded with a start-up firm for a day. Additionally, arrangements are also being made for students to learn about the alternative energy industry from Newen Energy.

So why Santiago, Chile? Santiago’s steady economic growth over the past few decades has transformed it into a modern metropolis. The city is now home to growing theater and restaurant scenes, extensive suburban development, dozens of shopping centers, and a rising skyline. Santiago is home to the tallest building in Latin America, the Gran Torre Santiago. The city includes several major universities, and has developed a modern transportation infrastructure, including a free flow toll-based, partly underground urban freeway system and the Metro de Santiago, South America’s most extensive subway system. Santiago is the cultural, political, and financial center of Chile and is home to the regional headquarters of many multinational corporations. The Chilean executive and judicial powers are located in Santiago, but Congress meets in nearby Valparaiso. Considered one of South America’s most stable and prosperous nations, Chile leads Latin American nations in many areas. Undoubtedly, this will be an unforgettable experience for all who choose to participate.

What are you waiting for? Sign up today and give yourself the gift of an unparalleled international experience that will surely set you apart from other graduates! Can you think of a better way to earn three (3) credit hours that count towards your MBA elective credits?

Application Deadline: 9/30/2015
Program Name: Business in Latin America
For more information or to apply, visit:
http://udayton.studioabroad.com/index.cfm?FuseAction=Programs.ListAll

GRAN TORRE SANTIAGO
The Gran Torre Santiago is a 64-story tall skyscraper in Santiago, Chile and is home to the largest shopping mall in Latin America.
Faculty Spotlight

Which courses do you teach for the MBA program?
MBA 790 – Managerial Economics

What is your research interest?
My research interests include the economics of: sports, commercial fishing and education. I’m currently working on two papers; one examines how information sharing between commercial fishermen might impact bycatch (incidental or unwanted catch of certain species), while the other investigates the impact of injuries and the amateur draft on winning percentages in the National Hockey League (NHL).

What do you enjoy most about teaching at UD?
In enjoy getting to know students outside the classroom and witness that “aha” moment when students are able to grasp a difficult concept or see how an academic theory is applicable beyond academia.

What has been one of your major professional or personal accomplishments and why?
I think I’ve been somewhat successful in my personal and professional life, but there aren’t any ‘accomplishments’ that spring to mind. My greatest memories are my wedding day, the birth of my first child, and the day I passed (on the second attempt) the qualifying examinations in graduate school.

What advice would you give MBA students?
Study hard and be respectful to everyone you meet.

What book(s) have you read recently?
- Switch: How to Change Things When Change is Hard, by Chip and Dan Heath
- The Wright Brothers, by David McCullough
- The Racketeer, by John Grisham

You are stranded on an island, what is one thing you would want with you and why?
I want to be clear that I interpret “thing” to mean inanimate object, so I cannot choose my wife or son. If the island has wifi, then I’d probably take my Microsoft Surface to stay connected to the world and be able to read. If not, I’d probably take a soccer ball to keep myself entertained.

Share something fun, quirky, unusual, or unique about yourself that you would like to share with students.
I played soccer in college and I enjoy snowboarding.
MBA Student Spotlight

If you had to give an elevator speech about yourself, what would you say?

“You gain strength, courage, and confidence by every experience in which you really stop to look fear in the face.” – Eleanor Roosevelt

From my educational experience as a UD student, I gained strength, courage, and confidence to take on any challenge. I recently moved to Washington, DC for a new role at LexisNexis as a Federal Account Manager. I also competed in a Tough Mudder as well as numerous triathlons and half marathons. I continue to travel the world with my husband and completed my MBA this summer.

What has been your favorite class in the MBA program and why?

MBA 793 – Operational Effectiveness with Dr. Jacobs taught the importance of improving efficiency in business processes as well as understanding the connection between variability and performance.

MBA 797 – Professor Dickey is the mastermind of all things marketing. She is constantly exposing me to the latest helpful websites and tools that I can immediately apply to my professional roles and responsibilities.

MBA 799 – Professor Gentner created the opportunity to pull together a lot of what I learned in the MBA program. This course also allowed me to work with high-level executives and deep dive into strategic planning for a multi-million dollar company.

Where do you see yourself 5 years from now?

Learning, leading, and serving. I am a life long learner and want to constantly be educating myself and improving the person I am. I want to lead others in my professional and personal life. I will serve my community because it’s important to give back to others.

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?

1. Accept the challenge!
2. Determine length of trip and assess if my husband and dog would join.
3. Read travel books and review travel resources about South America in order to maximize time and take advantage of the opportunity.
4. Reach out to my network that have traveled there to obtain recommendations and understanding.
5. Have a going away gathering in my hometown, Dayton, OH, with my friends and family.

If money was no object, what would you be doing?

Improve human performance in my community through outreach programs and volunteering. I would love to improve the lives of women who are less fortunate by creating experiences to encourage stronger individuals (exercise, counseling, self brand) to find joy and success.

Would you like to share any other unique characteristics, accomplishments, and/or activities with your fellow UD MBA community?

I come from a long line of entrepreneurs from my grandpa to my father to my brothers, aunts and uncles, cousins, and my brother-in-law; we are a family of doers and innovators.
Welcome New Graduate Students to our MBA Community!

On behalf of the School of Business Administration, we would like to welcome new graduate students who have entered the program this fall 2015 semester. We are happy that you are a part of our MBA community and look forward to seeing your successes!

Welcome to the 2015 academic year! My name is Joan Plungis, and I'm your business librarian. Please contact me if you need help finding or using resources for your class projects:

The UD libraries are part of OhioLINK, a statewide network of over 85 academic libraries. Our OhioLINK affiliation gives you borrowing privileges at OhioLINK member libraries, plus access to the many business (and other) databases, e-journals, and e-books we license together. You can access most library resources from off-campus. You will be prompted for your Novell username and password to verify your status as a UD student.

The library website is the place to start: http://udayton.edu/libraries

Choose the Databases tab, then Business and Economics or Company and Industry Research from the drop-down box, to view the databases list.

Welcome from Your Business Librarian

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Choose the Databases tab, then Business and Economics or Company and Industry Research from the drop-down box, to view the databases list.


When you’re on campus, the library is a great place to study, by yourself or with a group. At the Knowledge Hub on the first floor of Roesch Library, all UD students can receive free research and writing assistance on any assignment, at any stage of the writing process. No appointments are necessary (though you’re welcome to make one; call 937-229-4270). Drop-in hours are 10 a.m. to 8 p.m. Monday through Thursday; 10 a.m. to 2 p.m. Friday; and 4 to 8 p.m. Sundays.

Research and writing support services for the Fall 2015 term begin Tuesday, Sept. 8. Also on the first floor is the Collab, available as study space when not in use for library classes, and study rooms that are first come, first served. Computers and networked printers are on the first and second floors. Printing costs four cents per page, deducted from your Flyer Express account.

I look forward to working with you this year. Best wishes for success!

Joan Plungis
105E Roesch Library
E-mail: jplungis1@udayton.edu
Phone: (937) 229-4245

Knowledge Hub website: http://www.udayton.edu/libraries/help.php
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 for speaking with a staff member or leaving a voicemail:
- Full Name (spell 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 for typically do not appear on your Isidore account until the scheduled start day. If you still do not see your course by the scheduled start day, contact the professor.

Q: Do I have to apply to graduate even if I don’t plan on attending 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 or not. If you do not apply for graduation, a diploma will not be generated.

MBA 799: What it’s All About

Over the past couple of months, we have been asked by several students to provide more information about the capstone. We figured we would put your worries to rest by giving you some insights on this unique experience.

Every semester, we recruit local companies that have a legitimate business need to participate in our capstone course. A diverse team of five to seven students provide a full strategic analysis for their assigned company. Students perform a series of different internal and external analyses in an effort to identify opportunities for improvement and develop viable recommendations, along with implementation plans.

Although this course is primarily self-directed, each team is assigned a seasoned outside professional as an advisor. The course culminates in the delivery of a final report and client presentation. On average, each student can expect to spend about 150 hours working on the project during the semester. Rest assured that your efforts do not go unnoticed! The outstanding final output that each team delivers and the feedback received from each participating company has always been extremely positive.

Through our discussions with other schools, we have learned that our capstone experience is unmatched by other MBA programs in the area. The breadth and scope of our project allows students to truly immerse themselves in strategic analysis and utilize all of the knowledge acquired throughout the MBA program. For those of you who will be taking this course in the near future, keep in mind that there are no weekly class meetings. However, there will be an all-day mandatory kick-off meeting held on the first Saturday of each semester. The upcoming kick-off meetings are scheduled as follows:

Spring 2016 semester - Saturday, January 23, 2016 at 8:15 am
Summer 2016 semester - Saturday, May 14, 2016 at 8:15 am

“As a seasoned business professional of 30 years, I can attest that MBA 799 truly gave [me] a real-life feel of the business environment, and [the] challenges companies are faced with every day.” Lisa Fiessinger ’15

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RECOGNIZED. RELEVANT. REWARDING.

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.

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Director
Mandy Schrank
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WANT TO SUGGEST A SPECIAL TOPIC?
We strive to provide you with current 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 Hilda Carrillo at carrilloh1@udayton.edu.

WANT TO NOMINATE A FELLOW STUDENT?
If you would like to nominate a UD MBA student for the Student Spotlight, please click here to complete the nomination form. For more information email Hilda Carrillo at carrilloh1@udayton.edu.