

The **B&E REVIEW**



B&E adds two new majors

The Department of Business & Economics is excited to announce the addition of two new majors to our curriculum this coming Fall: Supply Chain Management and Entrepreneurship.

The Bachelor of Arts in Supply Chain Management (SCM) is composed of a rigorous business core along with a set of courses focusing on quantitative methods (including a new course in data analytics), written and oral communication, ethics, and international issues. The major also requires each student to complete an internship experience.

Supply chain managers effectively manage the flow of resources coming from suppliers, conversion of those resources into finished products, and the subsequent transportation to wholesalers, retailers, and the final consumer. Additionally, SCM majors are prepared to handle relationships with domestic and international vendors and customers.

Careers in supply chain management are significant and projected to grow by approximately 7 percent per year for the next eight years and pay above-average compensation (Bureau of Labor Statistics' Occupational Employment Statistics, Logisticians, May 2017).

The new Bachelor of Arts in Entrepreneurship contains courses from 10 academic departments covering up to 20 different course prefixes. Rather than narrowly focusing on small business management, the major seeks to develop and enhance the entrepreneurial mindset of students by enabling them to identify problems effectively and to create goods and services that solve the identified problems.

In addition to the new major, Dr. Khorassani, Director of Entrepreneurship, worked with a faculty task force to create a new 15-credit hour certificate in entrepreneurship that is open to both degree and non-degree seeking students as well as a redesign of the 21-credit hour entrepreneurship minor.

The Department also completed significant revisions to both, the Accounting and Public Accounting majors, by adding a new 1-credit hour course, General Ledger Software Lab, updating the communication offerings, and introducing a co-curricular component that requires attendance at six Professional Development Events, among other changes.

Finally, the Department also welcomes a new 21-hour minor in Business that serves as a means for non-business majors to receive a survey of the primary functional areas of a business.



Pictured above, left to right are Alec Shook '19, Tyler Lajko '20, Grace Haas '19, Andrew Barker '20, Ross Keller '20, and Professor Tina Thomas

2019 NAPE Summit

Five Marietta College Land & Energy Management students along with Professor Tina Thomas, Program Director, and Kelly Campbell, Marietta College's Assistant Director of Career Services, traveled to Houston, Texas, to attend the annual NAPE Summit in January. NAPE provided students with an opportunity to promote Marietta College's Land & Energy Management program, meet with Marietta alumni from the petroleum industry, and network with industry professionals. Students were also able to participate in on-site interviews with companies looking to hire graduating students or looking for interns. Grace Haas '19 interviewed and was offered a position while attending. Another student, Alec Shook '19, was one of four Landman students chosen from all American Association of Professional Landmen accredited programs to interview for the AAPL Outstanding Graduate Scholarship — a great honor for Alec and Marietta's program.

Student Accepted to Marshall Online MBA Program

Stephen True '19, who graduated in May after majoring in Accounting and Information Systems, is the first Marietta College student accepted into the new Marshall University Online MBA program through the articulation agreement signed between the two institutions.

Marietta students who take nine foundation courses taught at Marietta College (eight from the Department of Business & Economics and one from the Department of Math, Computing & Information Systems) and earn a grade of "B" or higher in each course may use the Marietta courses to shorten their time to earn the MBA from the Huntington, West Virginia, institution.



"I am excited to continue my college career past Marietta College by enrolling in Marshall's MBA program," True said. "While working full time, I will be taking one or two online classes each semester. The articulation agreement between Marietta and Marshall has provided me the opportunity to get credit toward a Marshall MBA degree from classes that I've already taken at Marietta."

Dr. Greg Delemeester, Chair of Business and Economics, said, "The new partnership between Marietta College's Department of Business & Economics Marshall University's Online MBA program allows our students to leverage B&E's strong business core into a quality, expedited graduate school experience. We're excited that Stephen will be blazing the trail for future Pioneers looking to continue their business education."

Co-Curricular Activities



Congratulations to the new MCLA Officers:

President Tyler Lajko
 Vice President Ross Keller
 Treasurer Andrew Barker
 Secretary Skyler Secrest



On March 5th, Dr. Mark Schweitzer, Senior Vice President, Cleveland Federal Reserve Bank, delivered the 35th annual Milton Friedman Lecture. Dr. Schweitzer spoke on “Opioids and the Labor Market.”



On January 30th, The Economic Roundtable and the McDonough Center hosted Paul Worstell, retired president, Pro-Tec Coating Company. He spoke on “Process Wrapped in Culture: Pro-Tec’s Performance Excellence Journey.”



On April 15th, The Economic Roundtable and the McDonough Center hosted Mary Korn '82, Chief Operating Officer Trisk.io. She spoke on “Blockchain: Hype vs Real.”



Tau Pi Phi Case Competition

A team of Marietta College students placed second in the annual Tau Pi Phi Case Competition held in Pittsburgh, Pennsylvania, and hosted by Juniata College. The team, pictured above, was composed of Mel Shuler '19, Jessica Hill '21, and Tanner Clark '20, and competed against colleges and universities from Ohio and Pennsylvania.

Community Day 2019

Community Day 2019 presented by Qdoba and Burger King had a record-breaking year in fundraising, bringing-in \$15,000 from sponsorships, donations, and the 50/50 raffles. About 2,000 people attended the games, also more than in past years. Additionally, the sports marketing class, the host of the Community Day events, produced a “Movie on The Mall” event presented by Mister Bee Potato Chips on Friday, April 5th.



The event allows students to connect classroom content (writing and reviewing marketing plan, sales and service, producing an event, etc.) to a live event, and gives them hands-on experience that they need to earn internships and jobs.

American Association of Professional Landmen (AAPL) Recognition

During his senior year, Land and Energy Management major Alec Shook '19 was one of four nation-wide finalists selected for AAPL’s Outstanding Land Management Graduate. Ross Keller '20, Tyler Lajko '20 and Andrew Barker '20 were 2019 recipients of scholarships from AAPL’s Landman Scholarship Trust.



Peoples Bank Case Competition

Rachel George '20, Ashley Klopfenstein '20, and Stephen True '19 represented Marietta College in the 2019 Peoples Bank Case Competition, hosted on campus in the McDonough Center. The students independently completed an extensive and challenging case analysis that included financial, marketing, and human relation components. Rachel, Ashley and Stephen competed against 15 other teams from colleges and universities in Ohio and West Virginia.

The First Entrepreneur-in-Residence meets with more than 250 students in one week

During the week of February 11th, Douglas C. Greene '62, a successful serial entrepreneur and inventor, visited Marietta College as the first Entrepreneur-in-Residence. During the week, Greene delivered seven lectures, interacted with more than 250 students, and met with faculty and staff. The objective of the Entrepreneur-in-Residence Program is to provide an opportunity for students to learn directly from successful entrepreneurs and for faculty to receive feedback on curricular and co-curricular programming.



Entrepreneurship Program hosts Junior PioBiz Competition for high school students

During the Spring 2019 semester, the Entrepreneurship Program hosted a two-stage business ideas competition for high school students. On March 1st, 18 high school students and their teachers spent the entire day on the campus of Marietta College. While on campus, high school students participated in a workshop conducted by Marietta College entrepreneurship faculty and students, toured the campus, and presented 15 business ideas in Round 1 of the competition. The top six business ideas received \$50 each and moved to Round 2 of the competition.

Over the next month, Marietta College entrepreneurship students mentored Round 1 winners to prepare them for Round 2 of the competition. The second round took place on April 4th and saw Round 1 winners present their ideas in an afternoon session on campus. The top three ideas received the following awards:

First place: Three free Marietta College courses plus \$200.

Second place: Two free Marietta College courses plus \$175.

Third place: One free Marietta College course plus \$125.

* The cash awards are provided by the Marietta Community Foundation.



Faculty Activities

Grace Johnson, McCoy Professor of Management and Accounting, presented a workshop at the 10th FINTE conference in St. Gallen, Switzerland, from January 9th-12th. Johnson's workshop was titled "Writing Trust Minicases: An Interactive Workshop." The workshop introduced participants to the pedagogical role minicases can play and provided a framework for their creation.

Three Business & Economic faculty travel to Chicago

Three Business & Economic faculty members, Dr. John Fazio, Julie Harding and Grace Johnson attended the 55th annual MBAA International Conference in Chicago March 27th-29th. Taylor Pennock '19 also attended.

Fazio presented his research, "Another Look at the Y2K Computer Bug: Understanding the Role of Organizational Culture and Metaphor in Crisis Management Education." He also served as a session chair and discussant for a second session, and mentored Pennock's independent study work, "The Role of Perceived Organizational Support and Organizational Citizenship Behaviors on Academic Performance and Stress," which was displayed in a poster presentation session.

Harding presented on "Critical Tools to Transform Group Project Learning." In the presentation, she included tools on "Speed Teaming" (an approach to team selection), a Getting to Know You exercise, a Team contract and Midterm and Final Peer Evaluations.

Johnson presented research she conducted during her recent sabbatical: "Deep Dive 2018: A Survey of Data Analytics Course Requirements in the Undergraduate Accounting Curriculum." Johnson also chaired a session on accounting education and participated in an MBAA-International innovative teaching technique poster session with "Bridging the Communication Divide."

Congratulations to the 2019 B&E Scholarship Award Winners

Bob Duggan '59 Distinguished Scholarship

Jordan Taylor '22

The Lewis-Riggs Business & Economics Scholarship

Justin Moser '22

Wen-Yu Cheng Scholarship

Jessica L. Hill '21

Jack E. Prince Scholarship

Nick Mitchell '22

Brecklin Baker '21

Edward H. Osborne Scholarship

Ashley Klopfenstein '20

Bert T. Glaze Scholarship

Cameron Cantley '21

William M. Summers Memorial Scholarship

Gavin Linkous '21

The Ford Rinard Memorial Scholarship

Tyler Lajko '20

Douglas C. Greene Scholarship

Audrey Albright '21

Michael Tomasch '22

Jules Bourmorck and Julia Staats Memorial Scholarship

Tanner Clark '20

2019 ODE Members



Left to Right: Dr. Delemeester, Austin Fligor '20, Xuan Zhu '19, Chenfeng Gao '19, and Anqi Zhao '19

2019 Tau Pi Phi Members



Back Row: Greg Delemeester, Tyler Lajko '20, Grace Haas '19, James Karan, Rick Smith, Mel Shuler '19, John Fazio, Julie Harding, Duong Le, Anqi Zhao '19, Jacqueline Khorassani, Front Row: Rachel George '20, Kaylee Lang '22, Tara Moore '19, Grace Johnson, Tianhui Cao '21, Not pictured: Jack Hirschfield '19, Mackenzie Marshall '19, Robert Phillips '21, Harrison Potter '19, Taylor Rinard '20

Spring 2019 PioPitch Series

The theme of the February 7th PioPitch program was Creativity and Innovation. In this session, Bobby Rosenstock, owner of justAjar Design, and Tiffany Roberts, owner of Dapper Dachshund Photography, sought audience feedback on their plans to better meet their customer demands.

The March 7th PioBiz focused on Health and Wellness. The featured entrepreneurs were Brent DeWees, owner of Rest Studio (a massage and spa establishment), and Amanda Brush, owner of THRIVEfitt (a fitness center).

The PioPitch series provides a venue to local entrepreneurs to present their challenges and opportunities in an informal and friendly setting in order to receive real-time feedback from an audience composed of students, faculty, and community members. If you are interested in presenting in the 2019-20 PioPitch series, please contact Dr. Jacqueline Khorassani at khorassj@marietta.edu.



Amanda Brush



Bobby Rosenstock



Brent DeWees



Tiffany Roberts



Students win more than \$11,000 in Piobiz Competition

Round 2 of the Piobiz competition took place on January 31st and saw six teams present during the Proof of Concept stage. Each team had five minutes to demonstrate that their business idea was feasible and then respond to questions posed by a panel of three judges. Round 2 judges were Sarah Arnold, Marketing & Community Relations Manager for the Washington County Public Library System and the Owner and Founder of Clutch MOV; Mike Burdette, marketing and promotions consultant with Proforma; and Dr. Carrie White, Assistant Vice President of Entrepreneurship and Innovation at West Virginia University.

The top five winners from Round 2 were:

1. Cameron Dowiak '19 (Biochemistry) and Audrey Albright '21 (Marketing & Environmental Studies) "EcoX," \$230.
2. Michael Undersander '19 (Geology) and Rebekah Finn '19 (Biochemistry), "Providing Pawsable," \$210.
3. Michael Tomasch '22 (Marketing), "ItsReady," \$190.
4. Yuhang Liu '20 (International Economics at UIR) and Tiantian Zhang '20 (English at UIR), "iTown," \$170.
5. Tianhui Cao '19 (Marketing/Economics), "Juice Meets Tea," \$150.

Round 3 of the Competition took place on April 18th in the Timothy O. Cooper Auditorium, and featured complete business plan presentations by the top two teams from Round 2. Judges for this round were Faith Knutsen, Director of Social Entrepreneurship and Innovation at Ohio University's Voinovich School of Leadership & Public Affairs; Chris Pfeiffer, Founder and President of Sourdough LLC; Tres Ross, Executive Director of The Ross Foundation; and Dr. Carrie White, Assistant Vice President of Entrepreneurship and Innovation, West Virginia University.

Each team made a 20-minute presentation, followed by a 20-minute Q&A session with the judges. Upon the conclusion of the session, the four judges decided to award \$9,000 to Michael Undersander '19 and Rebekah Finn '19 for "Providing Pawsable," and \$1,000 to Cameron Dowiak '19 and Audrey Albright '21 for "EcoX." To get involved in Piobiz Competition as a judge or an investor, please contact Dr. Khorassani at khorassj@marietta.edu.



Marietta College



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