

LUKENDA SCHOOL OF BUSINESS BULLETIN

LAKE SUPERIOR STATE UNIVERSITY

Fall Edition 2018

LSB WELCOMES NEW DEAN



On July 1st, 2018, the Lukenda School of Business welcomed Dr. Kimberly Muller as the Interim Dean of the College of Innovation & Solutions. Dr. Muller leads LSSU's Lukenda School of Business, the School of Engineering & Technology, the School of Mathematics and Computer Science, the Business Engagement Center & the Product Development Center. Dr. Muller has been a Professor of Mathematics at LSSU for 14 years, and has also served as Chair of the School of Mathematics and Computer Science.

LSB OFFERS NEW ONLINE CERTIFICATE COURSES



LSB will implement two new online certificate programs in the spring semester of 2019. The first certificate is in E-Marketing and consists of 9-credit hours. This certificate is designed to help you master the essential disciplines in digital, social and mobile marketing. The second is a certificate in International Business, composed of 12-credit hours. This certificate gives you the ability to receive domestic and foreign market business training without leaving the comfort of your home.

By offering these online certificate programs, the Lukenda School of Business hopes to reach professionals from anywhere in the world while working full-time and current students from any major while completing their degree.

BE INSPIRED SPEAKER SERIES



Alyssa Boucher
University
Relations Manager
Quicken Loans

Alyssa Boucher graduated from LSSU in April, 2016, with a Bachelor's Degree in Business Management and a minor in Human Resources. During her time at LSSU, she played Varsity D2 Softball as a pitcher, and also held the committee chair position on the Student Athlete Association Committee. Miss Boucher started a full-time position right out of college in the automotive supplier industry, and started her job with Quicken Loans in November of 2016. She has been promoted twice within the last two years at Quicken Loans. Alyssa spoke to students on campus about adjusting to life after college and sports, and what the job search truly looks like from a personal and recruiter's perspective. She is also working with universities nationally on their education programs.

SUPERIOR CASE COMPETITION

On October 26th, 2018, LSB faculty, staff and the MGMT360 students, under the guidance of Professor Jody Rebek, organized the second annual Superior Case Competition. LSB hosted teams from Sault Area and Brimley High Schools as well as two teams from St. Mary's College in Sault, Ontario. Sault Area High School fielded five teams; Brimley two, and St. Mary's College two. A homeschooled team from Sault Ste. Marie, MI rounded out the field. The top three teams received a cash award to benefit their schools' business programs. During the competition, teams were presented with a real-life business challenge and asked to formulate a viable solution. Each team worked with an LSSU student mentor to formulate a solution using limited resources. Teams then made oral presentations to a panel of judges composed of LSB Professional Advisory Board members, community business professionals and LSB faculty and students. Taking first-place honors was Sault High's Team Pamplemousse. The prize netted SAHS \$500 for its business program, plus a \$1,000 scholarship to any member of the team who pursues a business degree at LSSU.



First Place- Sault High's Team Pamplemousse comprised of: David Weber, Caitlyn Scornaiencki, Adam Bundy, and Paige Cushman (L to R).



Second Place- Sault High's The B Team comprised of: Jared Azevedo, Kaaleb Ranta, Kyler Lawson, and Duncan Lavey (L to R).



Third Place- Brimley High's Team Two comprised of: Autumn Charles, Klare Bertram, Jenna Cameron, and Payden Teeple (L to R).

LSB TIME CAPSULE



On November 2nd, 2018, LSB faculty, staff and the BUSN101 Freshman Seminar class placed a time capsule at the front entrance of Considine Hall (facing the Library). The LSSU team overseeing the design of Considine Hall thought that having a time capsule placed at the building site would be a great way to commemorate the era of construction and preserve this history for future generations to discover. Some items that were placed in the capsule were a parking ticket, sports memories, and a tuition statement. The time capsule is scheduled to be opened 50 years from now, in 2068.

STUDENT CLUB UPDATES

LSB Accounting Club Attends Leadership Conference



On November 1st, 2018, seven members of LSSU's Accounting Club traveled to St. Louis, MO to attend the Institute of Management Accountants' (IMA) Student Leadership Conference. The conference, which is held annually by the IMA, is a great opportunity for accounting students to network, hear from distinguished accounting professionals, and learn about emerging trends and practices.

Some of the topics discussed at this year's conference were data analytics, leadership, and fraud detection. In addition to listening to engaging presentations, attendees were also given the opportunity to tour the Federal Reserve Bank of St. Louis, Busch Memorial Stadium, and Nestle Purina Pet Care Company. Finally, attendees were able to attend on-site interviews with highly respected companies such as General Mills, Panera Bread, and Cummins, just to name a few.

The IMA consistently provides attendees with an event that is equal parts fun, engaging, and informative. Thus, attending the conference is always a top objective of LSSU's Accounting Club. Students are already looking forward to next year's conference, which will be held in Charleston, South Carolina.



NEW STUDENT CLUBS

Sustainable Business Strategy Club



Students who join this club will engage in meaningful projects and support purpose-driven businesses. As purpose-driven leaders, students will transform firms or initiate start-ups or events as catalysts for positive change. Two areas of interest that students will initiate or create calls for include: sustainable business projects and supporting students in sustainable business start-ups.

Society for Human Resource Management



LSSU's SHRM Student Chapter is a national association of Human Resource Managers and affiliated with SHRM Northern Michigan Chapter in Petoskey, MI. Students will be provided with opportunities to attend professional events, gain awards or certificates, and gain support toward a career within the field of HR.

Students interested in joining either of these new clubs can contact Prof. Jody Rebek at jrebek@lssu.edu.