LORAS MEANS BUSINESS

Division of Business Administration Newsletter

LORAS COLLEGE
BE MORE. BE LORAS

Greetings from Hoffmann Hall!

Exciting things are underway for the Division of Business Administration. After nearly two years of planning and organizing, the Loras MBA in Business Analytics was launched. Nineteen students from a range of professions formed the first cohort and began graduate studies in September. This new degree program is under the direction of Dr. Dan Conway. Also, faculty recently approved a divisional reorganization for the next academic year. As a result, the Business Division will soon be welcoming the Sports Management and Economics programs to its ranks. These additions will strengthen our division and broaden the appeal of our major offerings.

A new feature of the Loras Means Business newsletter debuts with this issue—*Duhawk Spotlight*. Going forward, each issue of the newsletter will highlight an alumnus who had a positive impact on Loras College as a student and who then went on to enrich his or her profession. In this issue we recognize Tim Kunkel ('90) and the contributions he made as a Loras student, as a business professional, and as a community leader.

--Dr. Doug Gambrall
Chair, Division of Business Administration

MBA Underway

As a new vehicle for fulfilling the Loras mission, 19 students gather each Monday night on the Loras College campus, as part of the first cohort in our MBA program. They learn skills important to analytics in areas such as leadership, communication, technology and quantitative analysis. Dan Conway, Ph.D., director of the MBA program, explains, "I want people to have a certain amount of each, but I really want them to be excellent and thus confident in at least one of them." The goal of the MBA program is to develop leadership skills in students so they can impact the organization they work for in the area of analytics.

Dan Conway, Ph.D., Director of MBA program

Kevin Ehrlich ('96), current student of the MBA program, works for TRICOR Insurance. Erlich hopes that completing the MBA program will help him develop and strengthen his capacity for data analysis and critical thinking in order to improve the risk management skills needed for his position. "Business today requires highly educated individuals who have the knowledge, experience, and risk assessment tools to advise business owners and corporate executives," Ehrlich explains. "Thus far, the program has met my expectations. As we finish the first course, I can see the curriculum is very professional and will provide a solid managerial and ethical foundation."

Jessica Clifton ('11) currently works at Prudential Retirement. She graduated from Loras College and has returned to complete her MBA. "I know the education I received at Loras was top notch. I am lucky to have a chance to continue my educational journey here!" she explains. Clifton hopes to gain knowledge in data analytics to apply it to the workplace. She thinks the program is on the right track and looks forward to the next two years.

The Loras College MBA program seeks to provide students an opportunity to develop professional skills based on ethical principles in order to positively impact the world of business.

Faculty Focus

Pat Marzofka began working at Loras College in 1987. He received his Bachelor's degree in economics from the University of Wisconsin Eau-Claire and an MBA in marketing from the University of Wisconsin Madison. Before Loras, Marzofka taught at two small schools in Wisconsin and later worked in marketing research at Shopko.

Marzofka explains that his favorite part of working at Loras is the opportunity to interact with students inside and outside of the classroom. He considers teaching fun and rewarding. He is passionate about the topics he teaches and has discovered that each class has its own personality. "Students can make or break the class!" he explains.

Based on his many years in the classroom, Marzofka believes that computer simulation is an effective tool in the education process because it focuses on experiential learning. In the class *Marketing Management,* he uses simulations to guide students to understand how to work in a group, be creative and have fun in the process, even if the outcome seems uncertain. Furthermore, Marzofka enjoys seeing the long lasting friendships that started in his classes or began as a result of one of his class projects.

Analytics Certificate Introduced, Symposium Scheduled

The Center for Business Analytics at Loras College is introducing a new program to complement our MBA offering, which emphasizes business analytics in an ethical business leadership context.

A certificate program will be offered beginning in February, and will culminate with an acknowledgement of completion for the first group of students at the Analytics Symposium, scheduled for March 27, 2014.

This fast-paced, 10-week, online program is designed to provide practical experience in an engaging online environment, for the ethical exploration of analytics. The program introduces the field of analytics in a unique cost– and time-effective way.

Students will come away from the certificate program with a basic understanding of applicability to a wide range of analytic scenarios, first-hand experience with analytic technologies, and an understanding of how to best organize for success and measure results of analytic initiatives.

Professionals completing the first certificate program will be invited to join other professionals at the 2014 Analytics Symposium at the Grand River Center in Dubuque.

The one-day symposium will include an evening networking event for executives the night before the symposium, and will encompass general track topics such as ethics in data, social responsibility, and sports analytics. The Innovation Award, honoring accomplishments in analytics, will also be presented.

Breakout sessions are also planned to cover specific analytics topics.

To learn more about attending the 2014 Analytics Symposium or beginning the Analytics Certificate program, visit loras.edu/bigdata.

Are you LinkedIn?

Continue the conversation on LinkedIn.... Stay connected to your college, colleagues and industry through our **Loras Means Business** group. Whether you're sharing an article, idea, opinion or opening, we want to hear from you!

Duhawk Spotlight

Tim Kunkel ('90) graduated from Loras with a Marketing degree and went on to touch the lives of many individuals through his Dubuque-based business, Kunkel and Associates.

In his senior year at Loras, Tim began the Loras chapter of the AMA (American Marketing Association) club, and served as its first president. He organized the group's first trip to Chicago, where they toured various businesses and had the opportunity to speak with business leaders.

Today, the club is no longer affiliated with the American Marketing Association, (AMA now stands for Advertising and Marketing Association) but it thrives for Loras marketing students, continuing to give them similar opportunities to connect with business leaders in the marketing field.

Tim founded Kunkel and Associates in 2003 in Mineral Point, Wisconsin, and moved the business to Dubuque in 2007. Always a supporter of Loras and a believer in the quality education it provides, Kunkel and Associates employs 5 Duhawks and 45 total employees.

Sadly, Tim passed away on April 15, 2013. He is fondly remembered by his family and friends, the Dubuque community, his Loras classmates and his co-workers as a caring, passionate and fun-loving friend.

Joining in Loras' celebration of 175 years at the August White Sox game are alum **Ed Shannon** ('94) and professors Pat Marzokfa, Gene Steidinger, Hugh Graham and Bill Hitchcock. Below, **Jim Collins** ('84) throws out the first pitch.

Loras College students intern across the country. If you or your company are looking for a great intern, please contact Faye Finnegan, Center for Experiential Learning, at 563-588-7155 or faye.finnegan@loras.edu. We'd love to work with you!

Business Division Expansion

Due to a recent reorganization of the academic divisions at Loras College, two programs will join the Division of Business Administration Division in Fall 2014: Economics and Sport Management.

Faculty in the Economics program are:

Biniv Maskay, Ph.D., assistant professor of economics
Dennis O'Connor, Ph.D., professor of economics
Jennifer Smith, Ph.D., assistant professor of economics

Faculty in the Sport Management program are:

Matthew Garrett, Ph.D., professor of physical education and coordinator of sport management program
Anne Marx, Ed.D., assistant professor of physical education

Marking the 10th consecutive tournament where Loras' Sport Management teams have had a top-three finish, the foursome of **Kathryn Belanger** ('14) (St. Charles, Ill.), **Katie Gonzales** ('14) (Chicago, Ill.), **Megan Gregg** ('14) (Hinckley, Ill.), and **Adam Schwoebel** ('15) (O'Fallon, Ill.) - with help from **Jimmy Collins** ('15) (Dubuque, Iowa) and **Shane Williams** ('16) (Cedar Rapids, Iowa) - just won the national championship at the Sport Marketing Association for their efforts in designing a student incentive program for men's basketball attendance at UNLV.

Loras Student Business Clubs

Phi Beta Lambda Students Head to Nationals

Eleven students from Loras College qualified to attend the National Leadership Conference in Anaheim, California, on June 22-25, 2013. All the students competed in two events with top ten finishers in four events.

Loras Top Ten finishers who earned All-American Status include: **Mike Rubel** ('13) and **Cassie Crabill** ('13) with a fourth place finish in Accounting Analysis and Decision-Making. The team of **Catherine Bethke** ('13) and **Brian Kinney** ('13) placed sixth in the Integrated Marketing Campaign competition. Bethke also took seventh place in the Client Service event and Kinney placed ninth in Retail Management.

This semester, Phi Beta Lambda (PBL) is visiting the world headquarters of Northwestern Mutual, located in Milwaukee, on November 15 and 16. The students will have the opportunity to meet and talk to people from various departments, such as accounting and finance.

In addition, PBL is currently running the stock market game. Each participant receives a fictitious $100,000 to invest in the market for ten weeks. Students can trade as much or as little as they like, and the first three portfolios get a prize. The game runs through December.

AMA (Marketing Club)

Students interact with Marketing alums at Homecoming alumni panels.

The Loras AMA club sponsored two successful homecoming events. On Friday more than 50 current Duhawks attended the alumni panel held in Wahlert Hall. **Beth Mescher** ('09), **Vince Mazza** ('91), **Rob Ellwood**('91), **Miranda Heier** ('13), and **Lisa Hefel** ('12) returned to campus to share their experiences and advise students. They discussed the importance of seeking opportunities outside of one's comfort zone, provided valuable tips for job search, and discussed the impact Loras has had in their professional careers. On Saturday morning, at the homecoming tailgate, the AMA served their "world famous" walking tacos. It was an excellent opportunity for current Duhawk marketing students to meet and enjoy time with alums.

In addition, the AMA recently toured McGraw Hill, a company that seeks solutions to improve performance and results in the area of education. Students were able to interact with the managers, talk about job and internship opportunities, and view McGraw Hill's ecofriendly work environment.

Members of the AMA tour McGraw Hill and speak to employees there.

The AMA is planning to travel to the Twin Cities on November 14 and 15 to visit Target Field and other area organizations. As a fundraiser, members are practicing their sales skills by selling coupon booklets for the Bon Ton Stores Group Community Days. Also, the AMA will be doing a cleanup on a section of Highway 20 near Dyersville, Iowa, as part of a service project.