Starting this fall of 2014, the Business Studies department is launching a new minor in Sport Management (pending Board of Trustees approval in May). This minor is open to all students. According to Visiting Assistant Professor Michael Lewis, who designed the new minor, “The business of sport is a growing field and a minor in sport management provides any student the opportunity to explore this field in depth.”

A minor in sport management can help prepare students for a possible career or graduate level of study in the business of sport. Similar to our other offerings, this minor requires 21 credits. There are 5 required courses plus 2 electives.

**Required Courses:**

- MGT100 Management and Organizational Behavior
- MKT101 Principles of Marketing
- ACC 125 Principles of Accounting I
- MGT 342 Sport Management
- MKT 344 Sports Marketing

**Electives:**
Choose any two of the following:

- MKT 346 Sport Media and Communication
- MGT 350 Professional and Ethical Responsibilities in the Sport Industry
- ECO 340 Economics of Sports
- ENG 302.01 Special Topics in Journalism: Sports Writing I
- ENG 302.02 Special Topics in Journalism: Sports Writing II
- BUS 399 Internship in Business (minimum of 2.8 GPA, and with relevant placement)

A panel of experts from the sport industry and academia has been formed. This Advisory Board is laying the groundwork for a pipeline of sport industry internships that will be available to those enrolled in the minor.
New Courses Available This Fall

As the department continues to evaluate and improve upon course offerings based on business trends and industry demand, two new courses have been approved for addition to the College course catalog:

MKT 346 Sport Media and Communication

This course introduces students to the role of communications in sports as well as the growing usage of new media technologies. Students will explore the various channels for communication within the sport industry and how sport organizations communicate with their target markets and other stakeholders.

Areas of focus will include the use of public relations, television, radio, print media, as well as digital technologies. Special attention will be paid to how sport organizations leverage new technologies such as the Internet, mobile technology, social networking, streaming video, and user-enhanced content.

MKT 327 Social Media Marketing

This course will cover one of the fastest growth areas within the marketing discipline—social media marketing. Over the last dozen years, organizations have shifted more of their marketing expenditures from traditional to digital marketing campaigns. And, within digital marketing, expenditures for campaigns that involve social media tactics have grown exponentially. According to the 2013 Social Media Marketing Industry Report, "a significant 86% of marketers said that social media was important to their businesses." Specific social media platforms or channels such as MySpace, Facebook or Twitter may come and go; however, the underlying principles behind social media of engaging present and potential customers with content that they want to share with others are here to stay.

Student Perspective

By: Alie Carlson

As May 17th closes in, I have begun to reflect on the past four years here at Assumption. One of the many highlights over the years was my decision to be an Org-Comm major. Sophomore year I took Communication Theory with Professor Foley and on the first day of class she distributed a handout that defined the Org-Comm major. I value the connections and lasting relationships that I have built with many professors in the Business Department and I am confident that I can begin the next phase of my life, through my choice of major. I value the connections and lasting relationships that I have made with many professors in the Business Department and I am confident that I can begin the next phase of my life.

Professor Hoyle

Internship Showcase At Accepted Student's Day

By: Bethany Sampson

Standing L to R: Professor Foley, Alexandra Carlson, Jessica Daley, Megan Flanagan, Jordan Sweigart, and Lauren Carrington. John Murphy, an organizational communication major and technically a junior, interned at W.B. Mason Company, and this past semester he interned in Assumption’s Athletics Department.

Carrington will begin working at Coca Cola, a job offer she says the Assumption Career Fair helped her to receive. Daley will begin work at McGladrey, a public accounting firm in Boston. After graduation, Jordan Sweigart will work for PricewaterhouseCoopers.

Following the student presentations, DeWitt spoke to the audience. "What a pleasure it is, for us as faculty, to have the opportunity to work with such great students, and it’s always very rewarding for us as well to hear their experiences in their own voice."
By: Bethany Sampson

At Assumption College, there are a number of courses that carry a Community Service Learning (CSL) designation. Community Service Learning fuses community service and academic inquiry, simultaneously creating memorable educational experiences for the student and valuable service to the greater Worcester community. The Business Studies department participates in CSL through various course offerings. Here are five of the CSL projects that are part of courses being offered to students this spring:

Florence House: Professor Drouart’s students also took part in a semester-long project with Florence House, which provides transitional services for pregnant teenagers. Students analyzed Florence House’s external environment, the competition and its internal performance in terms of financial results and competencies by conducting an in-depth review.

Habitat for Humanity: Assistant Professor Cary LeBlanc has been able to incorporate community service learning into his Diversity in the Workplace course for the last three semesters. His class attends two “Build Days” throughout the semester, during which the students help with the construction of a habitat house. Each student is also required to donate $20, which is donated to Habitat in culmination with $250 donated from both the CSL department and the Business Studies department. LeBlanc says his students are able to work on the house as a team, and they are able to be a part of something that matters. The volunteer work has also connected to class content, as students learn about socio-economic conditions, immigration, inequalities within institutional programs, as well as bias, stereotypes and self-efficacy while volunteering. “The experience has proven very successful, memorable, and dare I say fun,” LeBlanc said.

Community Service Learning and Business Studies

Salvation Army: The operations research course with CSL designation is being taught by Assistant Professor Catherine Pastille. Professor Pastille’s class this semester is being changed with the task of streamlining the operations at the vast Salvation Army distribution center in Worcester, MA. This center receives hundreds of clothing items on a daily basis which must be checked, sorted and readied for delivery to Salvation Army retail stores. The volume of clothing received and the multitude of employees involved in the process creates an operations research nightmare. By taking on this assignment, Professor Pastille’s student teams get to apply academic learning to a real world situation that when successfully finished will have produced real benefit to the Salvation Army—and the community at large.

Community Tax Assistance: For the eleventh year in a row, students in Associate Professor of Accounting Jennifer Niece’s tax assistance course are providing tax preparation services for low-income Worcester residents. The accounting students become certified through the Internal Revenue Service’s Volunteer Income Tax Assistance (VITA) program. They also learn how to relate to the low-income taxpayers and understand the choices that they face. The students develop a sense of professionalism and responsibility because they can see the impact they make and draw connections between their learning and their service. During the Spring 2013 semester, AC students completed 358 tax returns at Rumley Village, resulting in tax refunds for low income taxpayers of $727,711.

Lutheran Social Services of Worcester: Visiting Assistant Professor Eric Drouart incorporated community service learning into Management and Organization Behavior in his Fall 2013 classes. His class teamed up with Lutheran Social Services of Worcester, and through the organization students were able to volunteer with many agencies that are associated with LSS.

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Abstraction: Understanding and Managing Diversity, 6th edition, is a comprehensive text that features an interdisciplinary and experiential approach to teaching about the complexity of today’s workplace diversity. The readings, cases and exercises are written by professors, consultants and subject specialists and are organized around individual, group and organizational perspectives. New to this edition are: original cases such Chick-R-I-A and Ocean Spray, and current topics such as those behaviors also help build community and its internal performance in terms of financial results and competencies by conducting an in-depth review.

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Presentation and Publication of Academic Year 2013-14

Scholarship is an important component of what our faculty brings to Assumption. Business Studies’ faculty continues to research and publish in leading journals in their disciplines to bridge accounting, management and marketing theories with practice. Below are a few publications for this academic year:

Carol P. Harvey


Abstract

Understanding and Managing Diversity, 6th edition, is a comprehensive text that features an interdisciplinary and experiential approach to teaching about the complexity of today’s workplace diversity. The readings, cases and exercises are written by professors, consultants and subject specialists and are organized around individual, group and organizational perspectives. New to this edition are: original cases such Chick-R-I-A and Ocean Spray, and current topics such as

Daniel J. Jones

Ripken Products: A Case for Learning Activity-Based Costing Journal of Business Case Studies - March/April 2014 Volume 10, Number 2

Abstract

This case enables cost accounting students to understand two important costing topics: design flaws inherent in traditional absorption costing systems and the fundamentals of activity-based costing (ABC).

Liberty Company Bond Trading Resource: Using a Zero-Coupon Bond to Clarify Bond Liability Accounting Daniel J. Jones

Journal of Business Case Studies - March/April 2013 Volume 9, Number 2

Abstract

Because there are two interest rates (market rate and contract rate) associated with a bond, accounting for discounted and pre-existing bond liabilities presents challenges for most students. Reversing the sequence to comprehend the nature and effect of zero-coupon bond, similar to a U.S. Savings Bond. Because the bond has only one non-zero interest rate, students are able to comprehend the nature and effect of both market and contract interest rates.

Cary J. LeBlanc


Abstract

This study explored the concept of Organizational Citizenship Behavior (OCB) in relation to undergraduate college students. The extensive research on OCB within traditional work environments indicates that while workers who demonstrate OCB usually receive more favorable performance evaluations, those behaviors also help build community and culture within the organization. This study expands the extant research by examining OCB of college students, where very few studies exist. For this research 490 undergraduate students completed an online survey, where we looked to identify correlations between OCB and four variables: gender, year in school, religious practice, and major. The statistically significant correlation between three of these variables and OCB will help faculty and student life staff identify and encourage OCB in their students. It will also help students be more successful in school, help prepare them for careers, while also enriching the college community.
Congratulations to the Business Studies’ students who were presented awards at the Honors Convocation ceremony held on Monday afternoon, April 14, 2014 in The Chapel. Recipients included:

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Business Students Recognized at Honors Convocation

---continued on page 7---

Presentation and Publications of Academic Year 2013-14

Laura J. Blake


Abstract: This paper seeks to examine whether delayed entry by a major brand can upset a well-en-trenched incumbent in an established international market. The case illustrates a firm’s ability to leverage latecomer strategies of free rider effects, inertia forces and enhanced in-formation in the largely tea-drinking culture of a young café market of India. Moreover, the paper contributes to latecomer strat-egy research by examining the role of the intangible asset of brand equity and reputa-tion in a purposeful follower entity position.

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Business Students Recognized at Honors Convocation

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The MBA Early Career Track Program is in its second year with 10 students in the 2013-2014 cohort. Students have obtained internships during the Fall of 2013 with companies such as McNeill Engineering, Rand-Whitney, Fallon, and Perkins School for the Blind and Perkins Foundation. In addition, a group of three ECT students has operated as a consultant team at St. Vincent Hospital for a very important hospital project to forecast bed capacity. All these MBA students are scheduled to travel for three weeks in May and June to Krakow in Poland for their international practicum experience. The first week will be focused on an immersion in the history and culture of Poland with visits to Auschwitz, Schindler’s factory, and other institutions including companies and Krakow University. They will be placed in Polish companies for the next two weeks working to expand the products and services of these companies internationally.

On top of the existing ECT - Management Track, the MBA ECT program is adding two new tracks in the next academic year: An ECT - Accounting track and an ECT - Sport Business Leadership track. The response has been overwhelming to-date and the whole ECT program in 2014-2015 has already seen an increase in the number of applications and acceptance. As of mid-April, 25 students have been accepted into the program, and they will start in the Summer with a Foundation of Professional Practice course. About half of the students are in the ECT - Accounting track. The program is into its third year and has grown from 6 students in the first year, 10 students in the second year, to at least 25 for the coming academic year.

One section of the MBA 800 Capstone Business Strategy course in the Spring semester had a very “real-world” assignment drafting a strategic plan for a local not-for-profit foundation called BeLikeBrit. The foundation was started by the Gengel Family after the death of their daughter, Britney, in the devastating earthquake of 2010 during a service trip to Haiti. Since then, the Gengel family has invested their own money and other donations, created the foundation, written a book and raised money to build an earthquake-proof orphanage that can house 85 children as a permanent memorial to their daughter. The building was open in early 2013 but the organization needs to be able to sustain itself for the long term.

MBA students applied their general management skills to draft a Strategic Plan including an analysis of the external environment of Haiti, the internal performance of the foundation leading to a SWOT analysis and an identification of Key Issues. The group provided recommendations on governance and board structure and membership, broadening fundraising activities in order to build an endowment that could be used to finance the regular operation of the orphanage in Haiti. Students were very engaged and motivated by the ethical aspect of the project and the need for practical recommendations that would have a significant impact for this not-for-profit organization. The project has been selected to participate in the Graduate Research Symposium to be held on April 24, 2014.

The MBA Program has also been working closely with Institutional Advancement in the preparation and choice of the speaker for the 11th Annual Assumption College Business Ethics lecture held on April 22, 2014. William Antholis, Ph.D., Managing Director of the Brookings Institution and Former White House Advisor, will speak on “Ethics and Politics in India and China - From Local Self-Government to Global Sustainability.” Dr. Antholis will discuss how the Catholic intellectual and faith traditions and sustainable stewardship are critical to the global climate and political changes affecting the world. A reception before the lecture will have the participation of donors and trustees. ECT students and some of the business Honors students have been invited at this reception.