Spring Break in New York City

By: Lauren Neilan

This year, the Business Studies Department offered its first annual New York City spring break trip. This trip was designed to provide students the opportunity to see NYC through the eyes of alumni and other professionals who work in this business-thriving metropolis. Throughout the process, the students learned about the vast amount of career paths that await them and they were presented with the challenges they may experience when searching for the paths they wish to pursue. A liberal arts education along with a Business studies major is a great combination for these students to succeed in numerous careers. This experience allowed them to see just how far it can take them.

Professor LeBlanc, Professor Hoyle, Professor Jones, and Ms. Linda Rosenlund led seniors Tyla Wade, Pat Andrews, Jonathan Souza, and Kyle Barrett along with junior classmates Sarah Baldelli and Nicholas Marocchini, and sophomores, George Battle, Alexandra Davis, and Nyree Khojan on this eye opening journey. The nine Assumption students who participated in this amazing experience all had the chance to talk with a number of alumni who found their way to great careers in a number of different fields. They also had the chance to visit a variety of companies including the New York Stock Exchange, Bloomberg, ABC News, Mother NY, JP Morgan Chase & Company, Omnicom Media Group, and The Disney Theatrical Group. Each day, the group met with three different people and the organizations they work for.

“The students received great advice, asked interesting and probing questions, and no doubt left the experience with new knowledge of NYC and all it has to offer their future careers,” said Professor Cary LeBlanc.

Each student agreed the experiences and insight they gained from this trip were extremely rewarding.

“The things I learned on the trip are things that I will forever remember and use in the real world,” said Baldelli who is an Organizational Communication major here at Assumption. She went on to say, “I learned countless tips on how to make myself stand out from my competition when job searching after college; advice to which I do not think I could have learned anywhere else.”

Tyla Wade, a senior English major with a minor in Marketing, agreed with Baldelli.

“In my opinion, I think the New York City first annual business trip was a huge success. I had a fantastic time. All of the alumni that allowed us to come and talk to them about their career paths once leaving Assumption College and how they ended up doing so well for themselves gave me a lot of hope about my own career after I leave Assumption.”

The spring break trip to New York City headed by the Business Studies department was an experience of a lifetime. With its lasting impression on all of the participants, it will surely transition into an Assumption tradition for years to come.
Spring Break in Arizona

By: Professor Libby O’Hara

ECT MBA program launches first Arizona Sport Business Immersion experience during spring break.

Glendale, Arizona - The ECT MBA students traveled to Glendale Arizona and were guests of the Chicago White Sox and Chicago Cubs organizations. They were granted unprecedented access to both teams, executives and coaches including a private meeting with Theo Epstein, president of the Chicago Cubs Baseball Operations, Connie Falcone, ED Chicago Cubs Charities, Scott Reifert – Senior VP of Public Relations and Mike Mazza – Director, Ticket Operations.

The group also spent time with Dennis Gilbert – Retired Sports Agent and Special Assistant to the Chairman (Jerry Reinsdorf) who shared some very interesting stories about issues of Arbitration (he assists the White Sox with their arbitration).

We visited TPC in Scottsdale, the home of the Waste Management Open – and met with the head of golf operations where he talked about managing a PGA event, crowd control, grounds, etc.

Finally, the ECT students participated in two service projects - Monday, March 2 – Read Across America Day – we visited an urban boys and girls club and read to more than 40 youngsters. Saturday, March 7 – visited a local church in Mesa and helped pack food for the homeless and hungry.
MKT327 - Social Media Marketing

Students in Visiting Assistant Professor Dave Hoyle’s social media marketing class obtain real world experience working for external organizations. Students are divided into teams of five and are assigned to Worcester-area organizations. The student teams meet with their ‘clients’ to understand the goals and objectives of the social media marketing plan to be developed. The teams then prepare detailed plans that present recommended social media platforms, content and implementation tactics. The final plans are delivered at formal presentations held at Assumption the final weeks of the semester. This semester, student teams are working on plans for:

W.I.S.E.—Worcester Institute for Senior Education: lifelong learning for older adults  
The Office Supply Superstore—Customized office equipment and supply solutions  
ShopLocalMA—Supporting and promoting local businesses  
Worcester Fencing Club—Providing youth and adult fencing classes  
New England Home Furniture Consignment—Offering a friendly and exciting shopping experience

MKT 316 - Public Relations

Dean Knowlton, Dean of Undergraduate Studies and Professor Lang, Associate Professor of English approached students from Professor Laura Blake’s Public Relations class last term to request they produce an “Academic Integrity Awareness” campaign for launch on campus in 2015. In January, President Cesareo and his Cabinet approved the campaigns, now being produced. The first phase of the campaigns will launch in April before final exams and include the following elements:

1) Posters in two visible locations on campus for two weeks prior to finals.  
2) A video on ACTV that includes references to the two events below.  
3) A banner-signing event in Hagan.  
4) A public presentation of the banner to President Cesareo.

The second phase will launch in Fall, 2015.

MKT308 - Consumer Marketing Behavior

Students in this term’s Consumer Behavior course conducted qualitative research for the Business Studies department. Their objective was to understand prospective student perceptions of a business management degree. Students developed and tested specific concepts in focus group sessions with on-campus underclassmen, prepared reports of their findings and submitted them to the department’s sub-committee who are working to redesign the management degree program. “It’s a win-win for both the students and the campus. Students gain first hand experience in applying the tools and approaches we’ve studied in class,” explains Professor Blake, who teaches the course and is a member of the Department’s sub-committee, “while student participants get to engage in the process as well. Lastly, the Department and College benefit from the insights gained in the qualitative research.”

Congratulations to business students, Liz Calciano ‘15, Makayla Carpenter ’15, Jacob Dowgewicz ’15, Emily Hite ’15, Sarah Kupec ’15 and Rebecca Olivieri ’16! The team was invited to the final round of the 2015 Innovation Competition hosted by Suffolk University to present their new product innovation, Fresh pHood® on Monday, April 6, 2015. Fresh pHood® is a 2” diameter non-toxic sticker that adheres to the top of the inside of a clear Tupperware cover. As the food expires, the “Fresh pHood®” sticker changes from blue to orange or yellow (depending on the type of food) signifying not to consume it. With over 130 billion pounds of non expired food wasted in the US per year, there is a clear need for a simple device that will tell you when it is time to dispose of leftovers (endhunger.org). Winners are awarded funding to pursue development of their prototype. The team is also working with Professor Cary LeBlanc’s microloan program for additional venture funding.

From left to right: Jacob Dowgewicz, Makayla Carpenter, Sarah Kupec, Liz Calciano and Rebecca Oliveira
New Courses

Student Perspective

By: Courtney Woods

As I attend more and more meetings planning Senior Week and Commencement, it is becoming real that I will walk across the stage on May 16th and leave Assumption. As this date gets closer, I have begun reflecting on my four years here. I entered Assumption with the aspiration of being an accountant and I am lucky enough to leave with my dream coming true.

After First Year Orientation I was scared for my future at Assumption. With Professor DeWitt’s help, I registered for Principles of Accounting I for my first semester, and my dream was beginning to become a reality. As I was settling into my new academic life, I also began creating my life as a student leader. First semester Freshman Year I ran for Class Treasurer and Class Senator through Student Government Association (SGA) and was lucky enough to be elected as both by my classmates. This truly began shaping my life at Assumption. Freshman year I was also an Admissions Ambassador, a Team Captain and the Entertainment Executive for Relay for Life, and the Saturday Night Entertainment Chair for Pup Cup. Little did I know, I was creating the foundation of my future at Assumption academically, as a student leader, and socially.

My involvement outside of the classroom only grew after Freshman Year. Junior Year I also got involved with the Campus Activities Board (CAB) where I planned Family Weekend and Sibling’s Weekend. After a recommendation from an accounting professor, I was hired as an accounting tutor in the Academic Support Center. Working as a tutor has allowed me to expand on what I learned inside of the classroom and bring it outside. Being a tutor has been one of the most rewarding experiences I have had at Assumption. I have thoroughly enjoyed helping other students understand something that I love.

Senior Year I stayed actively involved. I am the Senior Class President which has given me the opportunity to plan events both on campus and off campus, and most importantly the opportunity to plan Senior Week, our last week on campus together as Hounds. I have also held the position of Chairperson of the Campus Activities Board where I have been able to lead others planning events for our entire campus. I have also continued to work as a tutor. Through a Community Service Class, I have worked as a volunteer tax preparer in Worcester through the Internal Revenue Service’s Volunteer Income Tax Assistance Program.

As I reflect on my four years and every opportunity Assumption has given me, I am slowly realizing I am ready to enter the real world. Upon graduation I will be working as a Staff Accountant at DiCicco, Gulman & Company in Woburn, Massachusetts. I am thankful for all of the support I have received from the professors in the Business Department. From class, to preparing me for interviews, to choosing a firm to accept a position with they have supported me through it all. Due to of their help and guidance, I can truly say I am confident to enter the work force upon graduation.

Social Media Marketing (MKT 327)

Professor David Hoyle’s new Social Media Marketing (MKT327) course has been a tremendous success in its first offering. Students from both sections are presently working on Social Media campaigns for local businesses, W.I.S.E., The Office Supply Superstore, ShopLocalMA, Worcester Fencing Club, New England Home Furniture Consignment.

Professional and Ethical Responsibilities in the Sport Industry (MGT 350)

Professor O’Hara has also launched MGT350, Professional and Ethical Responsibilities in the Sport Industry, that examines the professional and ethical responsibility of the sport manager and the ethical issues confronted by sport managers.
New Additions

We welcome Visiting Assistant Professor Elizabeth O’Hara. She earned a BS in Business and English from Elms College, and her MBA from University of Massachusetts, Amherst. She brings expertise to the new sport management minor and MBA concentration having worked at Madison Square Garden as Director of Community Relations and Communications and taught sport management at the Springfield Technical Community College.

Visiting Assistant Professor of Accounting, Bryan Coleman who also joined the department in January 2015. Professor Coleman is also an Assumption alum (’08). He earned his MBA from Nichols College. He is licensed as a CPA in MA, as well as certified as a CVA (“Certified Valuation Analyst”) for business valuations. He previously worked for Ingle & Associates in Wellesley and maintains his own practice assisting tax clients.

Ann Beaudoin, Administrative Assistant has joined the department to assist in all administrative duties. Ann’s warm smile is not new to Assumption College and she continues to support the Honors department, as well.

New Positions

After decades as Department Chair, Professor Joseph Foley decided to return to teaching full-time. He spent the Fall 2014 semester teaching at Assumption’s Rome campus and is completing a sabbatical project this spring.

Professor Jennifer Niece, Associate Professor of Accounting was appointed the Department Chair in the fall, 2014. Professor Niece joined the Assumption College community 14 years ago and more recently served as the Department’s Coordinator from 2011 to 2014.

Visiting Assistant Professor Eric Drouart has been appointed Director of the Business Studies’ MBA program.

Professor Arlene DeWitt, Assistant Professor, Marketing and Organizational Communication has been appointed the Department’s Coordinator, assisting the Chair and mentoring junior faculty.

We wish to congratulate Cary LeBlanc, Assistant Professor of Marketing who was awarded tenure this spring and Michael Lewis, Visiting Assistant Professor of Management who will be joining our department as an Assistant Professor, Tenure Track beginning in the Fall, 2015. Both contribute tirelessly to the department’s growth and depth.

Publications and Research in Progress

Laura J. Blake


Abstract: Starbucks had originally announced aggressive entry plans with the goal of opening 50 stores in the first year and 1500 more by 2017. The market opportunity and potential was very attractive; however, by 2011, when Starbucks was preparing to enter the market, top Indian cities were flush with competition and expansion beyond the key cities into rural India would not occur at the same pace. Might Starbucks, the indomitable competitor become the underdog due to its late arrival?

Daniel Jones, Associate Professor of Accounting will attend and serve as Co-chair of the Teaching, Learning and Curriculum Program Committee for the 2015 American Accounting Association Annual Meeting in Chicago (August 2015). He will also serve on the Steering Committee for the American Accounting Association’s 2015 Conference on Teaching and Learning Accounting in Chicago (August 2015).
Publications and Research in Progress


Abstract: Mindfulness is defined as a moment-to-moment, non-judgmental awareness cultivated by paying attention (Kabat-Zinn, 2008). It has been associated with organizational leadership, work engagement and ethical decision making in the positive psychology literature but has received little attention in organizational studies. In this article, I review the mindfulness literature related to individual work performance and report findings on a survey of 85 women leaders’ mindfulness as it relates to the performance of their work roles.


Abstract: Traditionally, individual work performance (IWP) theory has largely conceptualized the body largely as a living machine that the organization needs to complete work to reach its goals. However, there is a parallel tradition of acknowledging the body and its ways of knowing as an important part of individual’s lived experience of work. I review these two ways of thinking about the body and human performance and identify avenues for expanding IWP theory and suggest that a new construct of “readiness” can be used to link together these two streams of thought.

MBA Corner With Eric Drouart

Six MBA ECT students have signed up for the MBA trip to Italy in June. From June 2nd to the 28th, the students will spend 8 days in Rome staying at the Assumption Rome Campus, 3 days in Florence, before spending two weeks in an individual internship in a local Italian company in the Como region (North of Milan). Students have been working remotely with their companies since the fall of 2014. Visits of the Central Bank of Italy, the Economic Attaché at the US Embassy, and tourist visits have been organized in Rome.

Several new videos on the three tracks of the MBA ECT program have been posted under the Assumption MBA Academics homepage and on Facebook pages highlighting interviews of past and current ECT students, internships supervisors and mentors about the distinctive features of the program. These testimonials are also featured in a new ECT MBA Viewbook.

A new 30-second commercial for the regular part-time MBA program (featuring a recent MBA graduate who works for CVS Health) has also been produced and will start airing on local cable channels on Monday March 23, 2015.

All these promotional efforts have been built on the results of a series of brainstorming sessions with ECT students in all the tracks.

Editor’s Notes

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If you know of any upcoming events, companies that could provide guest speakers, or organizations that could use the expertise of a highly motivated marketing team of Assumption students, please contact Professor Hoyle at: dhoyle@assumption.edu