Message from the Dean
2016-2017

The College of Business is committed to providing students the skills and experiences they will need – inside and outside the classroom – to build successful business careers. Our faculty are dedicated to student learning and success.

To achieve our vision and fulfill the requirements of our mission, our focus is to:

• Recruit qualified and diverse students whom we nurture and retain to graduation.
• Deliver market-relevant programs that are innovative, distinctive, and high quality.
• Strengthen and build relationships with the business community and their stakeholders so that they are integrally involved in advancing our mission
• Recruit, develop, and retain diverse faculty and staff who contribute to the mission of the College of Business.
• Support research-driven knowledge creation with primary emphasis on contributions to practice and teaching/pedagogy.

This report will show you how we have made these areas a focus for success.

Sincerely,

Dr. Antoinette Phillips
Interim Dean, College of Business
Vision

The College of Business at Southeastern Louisiana University will be recognized as a leading regional business school whose educational experiences, outreach, and knowledge creation positively impact lives and communities.

Mission

The mission of the College of Business at Southeastern Louisiana University is to provide educational experiences for personal, professional and intellectual growth, enable the creation and sharing of knowledge to enhance learning and to advance the practice of business, and engage communities through service to positively impact their future.

Accreditation

Accounting and Business Programs in the College of Business are accredited by the Association to Advance Collegiate Schools of Business International.
Garrett Hall
Renovations

Improving our Student Experience has always been a core part of the College of Business. This year, we set our sights on improving two services our students use often.
Lobby Renovations

Shown in the picture to the right is Garrett Hall before the start of renovations in 2015.

In Garrett Hall, home of the College of Business, renovations include an expanded lobby allowing additional space for students to study and work together on class projects. Funded through private donations, the enhancements also include new furniture, flooring and added lighting. An additional shopping center and cafe was added, the “Mane Market Too”, offering a variety of snacks and drinks for purchase, as well as a smoothie maker and Starbucks coffee machine, taking care of anything a student may need to get through the day.

The Process

The project was proposed in early 2015, and with the help of several private donations, plans were made for the renovation. At its core, the project was aimed at improving the student experience: studying, working on group projects, having a break or snack between classes.

The area needed to be expanded, as there simply was not enough space for the number of students the College of Business services. Of course, having a convenience store helps facilitate student enthusiasm as well.

The project required a great amount of effort and planning. The process took place over the course of a year.
Shown is the marketing lab completed for the spring 2017 semester. Here you can see the updated glass walls that help give it an open feel. Accompanying the room changes are 30 new Apple computers, as well as new seating, flooring, and lighting. An interactive touch screen, Promethean wall, aids as a new technology resource for the college.
As of May 5th, 2017, the College of Business’ improved computer lab is officially open. A ribbon cutting ceremony was held on this day, with Jose Barrios Ng, Panamanian entrepreneur and president of the Universidad Latina de Panama, and his wife Veronica leading the ribbon cutting ceremony.

The lab has been open as of December 2016, operating as a test run. It was considered officially completed at the end of the semester.

The renovations include a marketing lab with new furniture, floors, 30 Apple computers, and a Promethean board to display work. The idea for this room was to have an open concept so professors and students can communicate and work in teams more easily with better visibility to each other.

“The addition of this lab provides new and very significant resources for our students and will better prepare them for the real world of business,” said Antoinette Phillips, interim dean of the College of Business. “We are grateful to Dr. Barrios Ng and his family for their generosity in helping to provide our students with the high-tech tools they need to be successful in their careers.”

The lab is also used to instruct students in the Panama Bilingue Program. It was a welcome addition to the building and well received by students, faculty and guests.

Jose Barrios Ng is the former Deputy Administrator for the Panama Canal Authority and has been a strong partner with Southeastern College of Business’ Hispanic Business and Leadership Institute. He is the current president and CEO of ABCO Global and Capital Finance.
The program provides experiential learning, which allows students to practice in an authentic setting that advances their intended careers. These learning opportunities are current, pertinent, performance-based, practical applications of knowledge and skills experienced within the curriculum.

Experiential learning falls into categories in the College of Business including: internships, service-learning, undergraduate research, civic engagement, creative activities, practice, hands-on learning, mentoring, leadership training, and apprenticeships.

Real World Ready is a focus for Southeastern’s Quality Enhancement Program that seeks to enhance quality education by providing students with ‘real world ready’ experiences and education.

Professional headshots are offered each semester for students to enhance their personal brand.
FOCUS ON FINANCE

FINANCE STUDENTS MANAGE $1.4 MILLION HEYWARD GIBBES HILL SCHOLARSHIP FUND
As part of the Finance 451 (Investment Analysis) and Finance 452 (Portfolio Management) sequence, taught by Dr. Cresson, the Finance students actively manage (limited to a 25% turnover ratio) the Heyward Gibbes Hill Scholarship Fund, which has a value of more than $1.4 million. In Finance 451, each student does an extensive, detailed analysis of different industries using the Bloomberg Professional technology, the premier technology used in industry. Students learn the theory and practice of portfolio management in Finance 452. In May 2017, seven teams made their presentations to seven mentors from the investments industry, classmates, Dr. Cresson, and Ms. Lauderdale (Vice President for University Advancement). Each student voted for the “best” strategy and the class as a whole made the recommendation to R.K. Hoddinott, VP – Wealth Management, Merrill Lynch, Pierce, Fenner & Smith Inc. The top two teams then made their presentations to the Southeastern Foundation board after final exams.

SLU FINANCE TEAM PLACES AMONG THE TOP IN NATIONAL COMPETITION
Continuing a trend of national recognition for its finance program, a team of four Southeastern students placed in the top 10 in the Conference of State Bank Supervisors competition of real-world banking studies. Last year’s Southeastern team earned first-place honors at the competition, which is conducted by the nationwide organization of banking regulators from all states and U.S. territories. This year, 33 teams from various universities participated in the competition with the top 10 teams presented at the 2017 CSBS State-Federal Supervisory Forum held recently in New Orleans. Dr. Danielle Lewis, team advisor, said the team members worked closely with representatives of Florida Parishes Bank to complete an exhaustive report analyzing the strengths and weaknesses of the bank’s management and board succession plans. The team had to prepare and present a written report based on data and information provided by the bank, as well as a 10-minute video summarizing the study. Lewis described the exercise as an excellent learning experience for the students with real-world applications. The work was well beyond something most students would experience in a typical classroom setting, she added. “I am truly proud of our team’s efforts; the competition was very stiff this year but our team put in the study, time and effort to develop a first class report that caught the attention of the participants,” said Lewis. “We will be back again next year with a new team and continued dedication to reaching the top level.”
INTERNSHIPS

A number of students take the initiative to learn hands-on industry information through an internship. By networking with companies, reaching out to faculty and attending events like the Career Fair, getting the experience needed to step into the business world is easy and rewarding!

CAREER SERVICES PARTNERSHIP: CAREER FAIR

The Southeastern College of Business teams up with the Office of Career Services to provide the best experience possible for our students. Each fall semester, the Career Fair brings in local and national businesses alike to recruit current students and upcoming graduates.
ANNA BASS’ TOP 5 TIPS FOR SUCCESS

Here are Ms. Anna Bass’ Etiquette and Professional Presence tips she shared with students to prepare for Career Fair:

1. SHOW UP! As management expert Dana Theus writes, “Don’t wait to be 100 percent confident before you show up and participate!”

2. Visit the Career Services website for invaluable advice regarding your visit to Career Fair. Go to: southeastern.edu/careerservices

3. Be professional. Recommended reading to prepare for Career Fair is found at the link “Master Professionalism” on the Career Services website.

4. Make a good first impression. Follow the suggestions for business attire and read additional tips at southeastern.edu/fairprep
Southeastern's inaugural specialized business career fair was held on March 9th. With over 350-plus students and 32 employers participating, the event was a success. Students were able to meet with employers and learn about opportunities right outside their classrooms.
Networking Week

Southeastern students had the opportunity to learn how to present themselves in a way that captures employers’ interests. Career services offered online assistance with resume preparation, as well as in-person resume reviews.

Resume Reviews

During Networking Week, companies were able to set up on-campus interviews in Garrett Hall to hire students for internships and part-time jobs where they could gain real world industry experience.
Chick-fil-A Trips

A group of Southeastern students and recent graduates traveled with Career Services staff to the Chick-fil-A Support Center in Atlanta, Ga., February 23 – 24, to attend a recruiting open house.

“The trip was amazing. I absolutely loved visiting Chick-fil-A Headquarters because I was shocked at how different the culture is compared to the stiff idea we generally have about corporate environments. It was unlike anything I expected; it was almost Google-esque,” said Ian Squires, senior accounting student.

“I was impressed with the leaders we were able to meet and have lunch with during the visit, including Southeastern alumnus, Rob Dugas. He welcomed us and made us feel like important guests.” -Meghan Russell, senior marketing student.
Rob Dugas, a Southeastern alumnus, hosted a group of marketing and supply chain management majors for a tour of Chick-fil-A.

The students got to enjoy a great lunch while taking a break from learning specific characteristics that make Chick-fil-A successful.
Ms. Amanda Aguillard, Principal, Aguillard Accounting, LLC*
Mr. Brian Audler, President and CEO, MedKoder, LLC
Ms. Sara Bardwell, Purchasing Manager, Utility Metering Solutions
Mr. Steve Beebe, President, Business Networking International, Northshore Chapter
Mr. Tim Berberovich, Director, Fresenius Medical Care North America
Ms. Cally Berner, Director of Event and Conference Services, Auxiliary Services, Southeastern Louisiana University
Ms. Gwen L. Bolotte, CPA, Owner, Gwen L Bolotte CPA LLC; Finance Director, Jefferson Parish (Retired)
Mr. Gary Borgstede, Chief Administrative Officer for Church of the King, formerly Chief Financial Officer, Ochsner Hospital
Mr. Keith Chulick, Regional Vice President, Republic Finance
Ms. Adriana Cowart, CEO, Chisca Group, LLC
Mr. Jim Currie, Pre-Commercialization Team, Glycom - headquartered in Copenhagen, Denmark*
Mr. Mike Davis, Warehouse Manager, The Martin-Brower Company, L.L.C.
Ms. Allison Ellzey, Social Media Manager, Anntoine Marketing + Design
Mr. Daryl Ferrara, Vice President and Branch Manager, Hancock Whitney Bank
Mrs. Kaitlyn Fickle Killebrew, Marketing Strategist, Anntoine Marketing + Design
Mr. Ron Gitz II, Executive Director/CEO, Society of Louisiana CPAs
Ms. Melanie Gottschalck, Assistant Credit Department Manager, First Guaranty Bank
Mr. R. Brink Grush, Director of Sales & Marketing (Retired), Roosevelt Hotel New Orleans
Mr. Michael Harville, Vice President Sales - West Area, Sherwin-Williams Corporation
Mr. Ed Hoover, Owner, Encore Development Corporation
Mr. William Joubert, Director, Louisiana Small Business Development Center
Ms. Shannon Kelly, Membership Coordinator, Society of Louisiana CPAs
Mr. Tim Lantrip, Owner, The English Tea Room & Eatery
Mr. Bill Leimer, RDR Gulf Coast Region, NABISCO Retail Sales*
Ms. Kayla Morgan, Principal, Director of Salon/Spa Marketing Sales, Imaginal Marketing Group
Mr. William Mosser, Vice President of Materials Management, FMOL Health System
Mr. Mark Myers, Mediator, RESOLUTIONS by Mark A. Myers PLC
Ms. Crystal Payne, CPA, Senior Income Tax Accountant, Globalstar
Mr. Gary W. Sandifer, CLU, Registered Representative, New York Life Insurance Company
Mr. Carl Schneider, CIO, Gray & Company, Inc.*
Ms. Samantha Shelley, Corporate Recruiter, PoolCorp
Mr. Kurt Sorenson, Corporate Credit Manager, H&E Equipment Services, Inc.
Mrs. Jodi Spiers, Regional Vice President, Republic Finance
Mr. Peter Sullivan, Chief Executive Officer, Riverside Medical Center
Mrs. Kayla Ishee Taylor, Corporate Recruiter, Sanderson Farms
Mr. Donnie Thomas, Owner, Crystal Plantation
Mr. Chad Troxclair, Financial Advisor, Edward Jones
Mr. Randy Vicknair, Vice President and Chief Credit Officer/Credit Department Manager, First Guaranty Bank
This year’s featured speaker was Kelly Richmond Pope, an Associate Professor in the School of Accountancy and MIS at DePaul University in Chicago, IL, and founder of Helios Digital Learning, Inc. She received her doctorate in accounting from Virginia Tech and she is a licensed Certified Public Accountant.

Kelly is a recognized expert in the forensic accounting field and has conducted forensic accounting seminars around the world for universities, corporations and governmental entities including the United States Securities and Exchange Commission and the Securities Commission Malaysia.

She is the creator and executive producer of the award winning educational white-collar crime documentary *Crossing the Line: Ordinary People Committing Extraordinary Crime*. Kelly is also a board member of the Illinois CPA Society, a member of the Economic Club of Chicago and serves on the finance committee for Mercy Hospital. Additionally, she serves on the Governing Council of the American Institute of Certified Public Accountants (AICPA) for a 3-year term.
Her in-process documentary, All the Queen’s Horses, which chronicles the largest municipal fraud in U.S. history, was selected to participate in the Tribeca Film Institute Industry Market forum in 2016. She was also selected by the TED Ed team to develop a teaching lesson on “How People Rationalize Fraud” which can be found on the TED Ed

Gino Marino was a former running back for the Southeastern Lion's football team from 1970-1973, and in 2005 he was inducted into Southeastern's Athletics Hall of Fame. During his time on Southeastern’s football team, he rushed 1,412 yards on 369 carries, the ninth-most in Southeastern history. In addition he had three 100+ yard rushing games and scored two touchdowns. Marino is a member of the Southeastern Former Football Players Association and helped secure over $1 million in gifts for the university through his association with the directors of the Irene and C.B. Pennington Foundation. Not only was Gino an important asset to the football team, he held a key role in the establishment of the Southeastern Gridiron club, and is also a successful Baton Rouge restaurant owner of the award winning Gino's Italian Restaurant.
Advisory Boards

COLLEGE OF BUSINESS ADVISORY BOARD
Michael Budden, Chris Broadwater, David Cavell, Alexis Ducorbier, John Durnin, Mike Latino, John Poteet, Keith Chulick

ACCOUNTING PROGRAM ADVISORY BOARD
Paul Riggs, CPA, Athen Sweet, CPA, Janice Ezegbunam, CPA, Amy Verbene, CPA, Jeff LaCour, CPA, Jordan Montz, CPA, Kevin Babin, CPA, Bonnie Mercantel CPA, Heather Lambert, CPA, Bryan Ehricht, CPA

MARKETING ADVISORY BOARD
Kathy Stuart, Whitney Delouche, Joanne Gallinghouse, Stacey Neal, Jim Currie, Bill Leimer, Jason Walter, Al McDuff, Mike Rivault, Kim Walker, Kayla R. Morgan, Desiree Simmons, Fran Tynes, Emily McKneely, Cindy Henderson, Eric Burnthorne, Brett Oubre, Neal Morgan, Jessica Smith

SUPPLY CHAIN MANAGEMENT ADVISORY BOARD
The College of Business Student Ambassadors is a selective organization that interviews and chooses students to represent the College of Business. The Student Ambassadors assist in recruiting potential and incoming students and retaining current students through events. Members of the organization have the opportunity to develop and refine their leadership, public speaking, and interpersonal skills by interacting with their peers, faculty members, and the community.

As an Ambassador, students volunteer to assist Southeastern Louisiana University’s College of Business with informing both parents and incoming students about the benefits of being a business major. Through active participation on campus, the Ambassadors have been able to provide their peers with insight on the benefits of being a Southeastern Louisiana University student from their own experiences.

Pictured above are some of the College of Business Student Ambassadors for the 2016-2017 year.
One of the main goals of the College of Business Ambassadors is to represent Southeastern Louisiana University and the College of Business as leaders through active participation on campus and in the community. Ambassadors aimed to participate in numerous events to recruit and promote the college, which was accomplished.

They were able to increase involvement in existing events and bring new activities to the college as well:

- September: Dinner in the Mane Dish with Your College (Housing Event), Northshore Night
- October: Homecoming Tailgate, Business Perspectives Week, Lion Pride Preview
- November: Networking Week, College of Business Social
- December: Lion Pride Preview
- January: Welcome Week
- February: Lion Pride Preview, Rock N’ Roar
- March: Biz-Connect, DECA Day, Priority Registration Tabling
- April: Open House, Ethics Lecture, Early Orientation

The 2016-2017 College of Business Ambassadors and their majors are as follows:

- Alyssa Arceneaux - Marketing
- Dominic Armantrout- Finance
- Abigail Benson- Marketing
- Hannah Benton- Finance
- Maci Boe- MBA
- Nic Brennan- Finance
- Kristen Calfee- Marketing
- Christina Ferrando- Marketing
- Allyson Gaspard- MBA
- Brooke Hanegan- Marketing
- Kaleb Harmon- Accounting
- Lyla Hixson- Marketing
- Kelsey Johnson- Accounting
- Richie Kenning- Accounting
- Blake Lorio- Accounting
- Darby Murphy- Marketing
- Madison Paulus- Business Administration
- Austin Rogers- Marketing/ Management
- Meghan Russel- Marketing
- Ian Squires- Accounting
- Anna Strider- Management
- Kristal Terrell- Marketing
- Dominic Truehart- Accounting
- Brandon Webb- Marketing
- Sidney West- Marketing
- Vanessa Williams- International Management
The College of Business Ambassadors assisted in recruiting potential students at events throughout the year, including Lion Pride Preview Days, Northshore Night, and even high school visits. This gave potential students and parents the opportunity to ask questions about personal experiences and opinions regarding all that the college has to offer.
Southeastern & Northshore Technical Community College sign agreements on pathways in business and biological sciences

Officials from Southeastern Louisiana University and Northshore Technical and Community College signed agreements to officially align resources that will provide successful NTCC students with the opportunity to progress directly into Southeastern’s bachelor’s programs in business and biological sciences. Attending the signing are (seated, from left) Southeastern President John L. Crain and NTCC Chancellor William S. Wainwright. Standing (from left) are Senator Sharon Hewitt, St. Tammany Parish President Pat Brister, Representative Paul Hollis and St. Tammany Parish Public Schools Superintendent Trey Folse.
Southeastern Louisiana University Toastmasters has grown exponentially since its introduction to campus in October 2016. President Ian Squires initiated the chapter’s formation after noticing a need for leadership and communication skills outside the classroom.

The club mission is to “provide a supportive and positive learning experience in which members are empowered to develop communication and leadership skills, resulting in greater self-confidence and personal growth.” The Lion’s Roar featured the club through the student organization publication called “In the Lion Light” and created a buzz.

With the help of other Toastmaster clubs, the executive board of officers led the organization to becoming an internationally chartered club with 21 members including students and faculty.

“Leadership is lifting a person’s vision to high sights, the raising of a person’s performance to a higher standard, the building of a personality beyond its normal limitations.”
–Peter F. Drucker”
The public relations committee worked on various marketing tools including social media, informational table tents and flyers, promotional photos, and membership recruiting.

Officers implemented the mentorship program to help members track their goals and provide guidance throughout their journey towards their competent communicator and leadership certifications. Since the start, the club has had high attendance and participation involving personally prepared speeches and impromptu questions. Toastmasters’ members have the opportunity to compete from the area to the international level. Charter member Richard Mathis recently placed second at the area competition.
DEPARTMENT OF ACCOUNTING AND FINANCE

Department Head: Robert Braun

Professors: Robert Braun, Rakesh Duggal, John Yeargain
Associate Professors: John Cresson, Harold Davis, Dean DiGregorio, Danielle Lewis, Thomas Meyer, Joseph Morris, William Simpson
Visiting Assistant Professor: Margaret Boldt
Instructors: James DeFranceschi, Kris Jones, Eric Knight, Julie Stovall
Lecturers: Paula Charles, Douglas Curet, Robert Knights
Administrative Assistant: Lacey Burns

The Accounting Program at Southeastern is one of six programs in the state to hold separate accounting accreditation through AACSB International.

The Accounting Program Advisory Board met with faculty and student members to revise the vision, mission, and values statements, engage in a SWOT analysis, and discuss strategies and intended outcomes for the program.

The members of Beta Alpha Psi (BAP, supervised by Dr. Dean DiGregorio) engaged in several outreach activities including volunteer income tax assistance for international students, tutoring, and networking with professionals.

The members of the National Association of Black Accountants (NABA, supervised by Dr. Eric Knight) held a membership promotion day in spring 2016.

Dr. Rick Simpson, a senior Accounting faculty member, served on the Board of Directors of the Northshore Chapter of the LCPA.

Dr. Bob Braun, department head, served on a peer-reviewed journal editorial review board.

The department sponsors an Accounting Lab for students.

The Accounting Faculty are dedicated to the highest level of placement for their students.

An analytics course has been developed to be taught in future semesters.

The Accounting Program fosters ongoing internships, provides practice interview sessions, and utilizes the LionHire system for on-campus interviews with potential employers. Through strong partnerships and consistent standards, students graduating in accounting experience high placement rates.

FINANCE DEGREE PROGRAM

The Finance degree program faculty help students become real world ready through curriculum design and extra-curricular activities such as state-wide and nation-wide case competitions, seminars and tours, and fund management projects.

Partnering with First Guaranty Bank and under the guidance of Finance faculty member Dr. Danielle Lewis, Southeastern’s FIN 495 case team engaged in a competition in which students analyzed the impact of the bank’s small business loan portfolio on the community, its contribution to bank performance, and its risk management practices. The team took first place in the competition that included over 20 teams from some of the nation’s elite institutions.

The FIN 451 and 452 classes, taught by Dr. John Cresson, engaged in the management of the Heyward Gibbes Hill Scholarship Fund, with assets valued at over $1.3 million. Students used state-of-the-art Bloomberg professional technology to conduct market research. Working with mentors from the investment industry, students competed to be able to make buy and sell decisions for over $600,000 in securities. Mentors included R.K. Hoddinott, Janice Leaumont, Lucius McGehee, Andre Theriot, and Tony Volz.

Finance students traveled to New York City to participate in seminars and tours with Goldman Sachs, Auriga USA, and the Federal Reserve Bank of New York.

Graduates in Finance have gone on to Master’s Degree Programs throughout the United States. Others have been hired in financial positions at companies such as Hancock Whitney Bank, First Guaranty Bank, Our Lady of the Lake Regional Medical Center, Centene Corporation, Goldman Sachs, First NBC Bank, Gulf Coast Bank & Trust, Capital One Bank, LaPorte, Regions Bank, First National Bankers Bank, Liberty Mutual Insurance, Investar Bank, JPMorgan Chase, Deutsche Bank, US Army, and Carr, Riggs & Ingram LLC.

ACCOUNTING DEGREE PROGRAM
Department Head: Sang Lee

Associate Professors: David Bowes, Lara Gardner, André Honorée, Jay Johnson, Rusty Juban, Russell McKenzie, Dawn Wallace
Assistant Professors: Cindi Baldi, Mario Krenn
Instructors: Matthew Alford, Aristides Baraya, Anna Bass, Connie Budden, David Faucheux, Yun-Chen Morgan, Marcia Stirling
Lecturers: Jason Landry, John Poteet, Katie Causie
Administrative Assistants: Jasmine McClendon (Management) and Adonica Reed (Business Administration)

MANAGEMENT DEGREE PROGRAM

- Several members of the Society for Human Resource Management (SHRM) attended and assisted at the Louisiana Conference on Human Resources in Lafayette, Louisiana, and at the NSHRM Annual Resource Forum.
- The SHRM chapter at Southeastern again received a superior merit award.
- The chapter also received assistance from the Louisiana Society for Human Resource Management and the Northshore Human Resources Association.
- Phi Beta Lambda held several meetings this year including guests speakers such as Edward Jones, and Timothy San Fillippo, communications Directors at Janikings.
- The Economics faculty at Southeastern has been ranked the third most prolific in research in the U.S.

GLOBAL FOCUS

- The department’s two study abroad trips (Panama and Costa Rica) continued to provide students with an opportunity to expand their worldview. Twenty-three students were enrolled in the Management Study Abroad courses (MGMT 420 and 430).
- Ten Management majors received scholarships to Study Abroad Programs in Costa Rica and Panama.
- Five Management majors received internships at a variety of businesses and organizations in Louisiana.
- Dr. Russell McKenzie coordinated the Panama Bilingue Program hosted by Southeastern.
- Dr. Aristides Baraya served as a member of five advisory boards, one peer-reviewed journal review board, and one board of directors - Center for Global Business Studies at Pacific University (Oregon), University Libre of Colombia, School of Engineering -Scientific Editorial Committee, National Scientific Council of Distance Learning University, Latino Forum, UNED Research Journal, SME’s Observatory of Costa Rica.

BUSINESS ADMINISTRATION DEGREE PROGRAM

- Dr. Yu Hsing served on five peer-reviewed journal review boards
- Dr. Lara Gardner updated the Child Support Guidelines for the Department of Children and Family Services of the state of Louisiana.
- Three students received internships at a variety of businesses and organizations in Louisiana.
DEPARTMENT OF MARKETING AND SUPPLY CHAIN MANAGEMENT

Department Head: Russell McKenzie (Interim)

Professors: Michael Budden, Robert Cope, Rachelle Cope, Michael Jones, Avinash Waikar, Susan Zee
Associate Professors: Minh Huynh, Tará Lopez, Teri Root, John Woosley
Assistant Professor: Jeffrey Risher
Instructors: Yvette Baldwin, April Kemp, Elizabeth McDougal
Administrative Assistant: Victoria Bergeron

Professorships: Dorcas and H. N. Capron, Jr. Professorship in Supply Chain Management- Robert Cope, Mayfield Professorship in Marketing - Michael Jones, Benjamin Paul Jones Professorship in Retailing- Michael Budden
MARKETING DEGREE PROGRAM

-The Marketing Degree Program updated one concentration: Advertising and Social Media and added a new concentration in Professional Sales.

-In the fall of 2016, Dr. Teri Root’s Advanced Advertising class partnered with Dr. John Zaffuto’s Television Advertising Design and Production Studio class where the students had to act as an advertising agency and a production company. They were this year’s first runner up in the ACME Axcess Capon Teaching Innovation Competition. In the spring of 2017, the students developed a campaign for a cajun dry mix company, called The Cajun Spoon.

-Dr. Teri Root’s Advertising students proposed campaigns for The Disposable Heroes Project, a local non-profit serving the needs of veterans.

-Mrs. Kemp’s Marketing Public Relations classes worked on on-campus departmental clients to develop a PR Campaign Proposal, Special Event Plan, News Release and marketing collateral including.

-The Digital & Social Media students worked with a new music festival, Flambeau Fest to develop branding, a website and social media content.

-The Marketing Research class surveyed students at Compass Career College for their director.

SUPPLY CHAIN MANAGEMENT DEGREE PROGRAM

-The Supply Chain Management Degree Program added a new analytics course for students to enroll in for the Fall 2017 semester. ISM (The Institute of Supply Chain Management) received a donation from the ISM –Greater New Orleans Chapter for $1,000 for travel expenses to Atlanta to visit Chick-fil-A Corporation. During the year ISM took two field trips: one to visit the Chick-fil-A Headquarters in Atlanta, and one to visit the area’s Anheuser Busch Distributor, Champagne Beverages.

MARKETING INTERNSHIPS

-There were 12 students who participated in Marketing internships during the 2016-2017 year for companies including: NTini’s, Roux and Brew, Aramark, Anntoine Marketing + Design, Ken Kenelley State Farm, On Time Events, Hammond Regional Arts Center, NOLA House of Blues, 5Stones Media, Options, and Department of Health (FitNola).

MARKETING PINNING & AWARDS CEREMONY

-SMA leaders and Marketing graduates were recognized at awards ceremonies in the fall and spring to celebrate their accomplishments. They were given certificates and gold pins to signify their status as graduates. Six students received Dean Brunson Scholarships.

REAL-WORLD SPEAKERS IN THE CLASSROOM

- Kim Walker, 5Stones Media
- Kaitlyn Fickle and Allyson Ellzey, Anntoine Marketing + Design
- Gary Sandifer, New York Life Insurance Company
- Ed Hoover, Encore Development Corporation
The Graduate Business Programs are continually assessed to meet the needs of our graduate students. As a result, administrators and faculty engaged in the following activities:

**MASTER OF BUSINESS ADMINISTRATION**

**MBA BUSINESS CONVERSATION SERIES**

This is a series sponsored by the MBA Society to have prominent experts from a variety of fields speak throughout the year on salient business topics. This year’s speakers included:

- Peter Sullivan, CEO of Riverside Medical Center, – “Current Issues in Healthcare Administration.”
- Athen Sweet, Founder/CEO of Innovatus IQ, – “M&A Advisory: The Life, the skills, and the Process”
- Charlotte Batson, Owner/Principal of Batson & Company (Oil Industry Consultancy) – “Shale Oil and Gas: A Business Perspective.”
- Hart Bordelon – Market President for Gulf Coast Bank & Trust - “Five Things to Know When Starting Your Career.”

**MBA Q&A WITH ETHICS LECTURER**

This event is an opportunity for MBA students to apply concepts learned in their courses by directly asking successful business leaders questions related to their business decisions. Students also receive career mentoring advice and learn where these individuals feel their respective industries are heading. This year MBA students engaged in a detailed ethical discussion with this year’s COB Ethics lecturer and responded to various ethical situations presented by the speaker from a variety of her documentary films. This year’s MBA Q&A session was with Dr. Kelly Richmond Pope – Associate Professor of Accountancy at Depaul University/Certified Public Accountant/Executive Documentary Film producer – “Ethics Town Hall”

**STEM TO MBA PROGRAM**

Working with colleagues from the College of Science and Technology, the MBA program is proud to announce three partnerships (one new, two revised) with degree programs in Biology (Business Concentration), Chemistry (Business and Industry Concentration), and Computer Science (Pre-MBA Concentration) in which majors in these STEM degree programs take a variety of business principles courses to complement their undergraduate degrees as well as satisfying all of the pre-requisite degree requirements to enter the MBA program upon graduation.
The following two testimonials clearly show the impact that our eMBA program has had on our graduates. While the testimonials are from two students who graduated in May of 2017, they are consistent with many testimonials that we have received in the past.

NURSE TESTIMONIAL:
“When I first began exploring options for obtaining my MBA, I wanted to find a reputable university that offered an AACSB accredited MBA program that I could pursue while working. I visited and called several Louisiana universities and was drawn to the Southeastern Louisiana University EMBA program in large part because of Dr. Cresson’s passion for the program and confidence in my success with the program. There were several times I planned on backing out of the application process, but Dr. Cresson reeled me back in by assuring me that his program was “challenging but do-able”. He believed in his program, so he believed in my success. His confidence meant something to me.

As I began the program, I quickly came to appreciate the cream-of-the-crop professors who willingly gave up their Saturdays to teach us. They enjoyed teaching us, and it showed in the quality and applicability of the material taught and in the energy they exuded. Our cohort meshed extremely well from the get-go. I was in a study group that met every “on-line” Saturday to study or work on projects. This went on for the entire 17-month program!

As I’ve progressed through this program, I’ve had the opportunity to apply what I’ve learned. This program has instilled in me a sense of pride and confidence. As a result, I was honored to be selected to participate on my hospital’s strategic planning committee and on our parent company’s patient advisory board. On April 1, 2017, my boss felt that my MBA knowledge could be better utilized in Acute Care and Behavioral Health. So, after 25 years in peri-op, I now have a new position supervising five acute care units. Prior to this experience, I would not have had the confidence to accept a challenge of this magnitude. I owe a great deal of appreciation to this program because not only am I confident and willing to make the change, I’m excited and eager to make a difference!”

DIRECTOR IN OIL AND GAS INDUSTRY TESTIMONIAL:
“The EMBA program at Southeastern gave me the quality education I needed to take my career to the next level. Through this program, I have been equipped with the tools I needed to make smart business decisions, lead people, solve problems and drive change. Getting to know my cohort has been a truly remarkable experience, and the bond we formed is one I will cherish for the rest of my life. We are not just classmates, we are friends. I cannot recommend this program enough.”

I began my journey with the goal of obtaining my MBA and ended up the grateful recipient of valuable knowledge, calm confidence, a wealth of experience, and treasured friendships that will last a lifetime.”

Thirty-two students were enrolled. The following professions were represented: Physicians, Engineers, Entrepreneurs, Nurses, Managers, Marketers, Bankers, Therapists, Consultants, Analysts, and Accountants. JPMorgan Chase Bank, University Medical Center - New Orleans, Children’s Hospital – New Orleans, Chicago Bridge & Iron, Ochsner Health Systems, PPG Industries, Baton Rouge General Hospital, Gilsbar, PEC Safety, North Oaks Medical Center, ICF International, and Monsanto Company were some of the organizations represented in our program.
LATIN AMERICAN INITIATIVES

Both the University and the College of Business value education that extends beyond the traditional classroom setting. Latin America is an important economic partner with the United States and in particular with Louisiana. Southeastern’s College of Business has hosted programs for over twenty years in cooperation with several Latin American countries and Hispanic organizations in the USA, creating an especially strong relationship with those countries. The focus of the programs has spanned a wide range of areas from national economic development to study abroad and everything in between. In the most recent year alone, Southeastern’s business faculty have conducted on-campus or on-site programs with Colombia, Costa Rica, El Salvador, Honduras, and the Republic of Panamá. These programs offer our students and faculty opportunities to broaden their cultural awareness and discover how the international environment impacts governmental and business decision-making.

Hispanic Business Institute
Director of the Hispanic Business & Leadership Institute: Aristides Baraya

For more than 16 years the College of Business has been working with the Latin American community through the Hispanic Business and Leadership Institute (HBLI) to offer programs designed to strengthen and invigorate the entrepreneurial, participative and educative leadership capacities, as well as international relations. By partnering with government agencies, universities, chambers of commerce, business leaders, and non-profit organizations in Louisiana and Latin America, HBLI has served as a catalyst to achieve many advances in the region for the Hispanic community and also for Hispanic relations between the State of Louisiana and Hispanic countries.

- Latino Forum Networking Group- Louisiana has worked to promote equity by strengthening the voice of Latinos in Louisiana and building alliances between diverse individuals, communities, and organizations.
- Hammond Area Economic & Industrial Development District (HAEIDD) has worked with COPA Airlines to establish a cargo port at the Hammond Airport.
- Presented a one-week conference on Business and Marketing for the St. Thomas University of Colombia.
- The Louisiana Language Access Coalition promotes full and meaningful participation in public life, without barriers based on language, for all people.
- Prepared and organized an International Transfer Student Program with University of Cristobal Colon, Mexico; St. Thomas University of Colombia; and University of Cartagena, Colombia.
- Hosted an executive trade mission to Panamá with the Committee of 100 for Economic
Development, Inc., the District Export Council, and the US Department of Commerce, Commercial Service Office in New Orleans to help participating companies and organizations to foster new business and partnerships in Panamá.

- Worked with the Center for Global Business, Oregon Pacific University, to help create programs and relations with Latin American Countries
- Worked with Southeastern Library in the organization and promotion of Latino Americans: 500 Years of History, part of an NEH initiative, The Common Good: The Humanities in the Public Square, and in partnership with the

Panamá Bilingüe Program
Director of Panamá Bilingüe Program: Tará Lopez
The Panamá Bilingüe program, which began in January of 2015, is a project initiated by Republic of Panamá President Juan Carlos Varela to develop Panamá into a fully bilingual country. His goal is to send 1,000 elementary and high school teachers per year, through the year 2019, to universities in the United States for one semester to study English. Because of our unique, long-standing relationship with Panamá, Southeastern’s College of Business was among the first recruited to host the program. Participating in this program has enriched our campus community. Panamá Bilingüe students have participated in cultural exchange activities with our College of Business students through class assignments, presentations, language lessons, and performances highlighting local customs and foods.

Study Abroad in Panamá & Costa Rica
Study Abroad Coordinators:
Costa Rica: Michael Budden, Connie Budden and Rusty Juban
Panamá: Russell McKenzie, Tará Lopez

Our study abroad programs give students the opportunity to authentically experience another culture. Because of our strong relationships in Latin America, our current study abroad programs are focused in Panamá and Costa Rica. Throughout the experience, students engage with industry and political leaders, learn more about how culture and economic principles impact decision-making, and reflect on their own pre-conceived stereotypes of Latin American countries.
Victoria Mercer: Southeastern Students Scholarship Fund in Business (formerly Hill-Krauss), Economics Scholarship 1300

Kalira Miller: Donald E. Martinez Endowed Scholarship in Accounting

Adriela Montelongo: Southeastern Students Scholarship Fund in Business (formerly Hill-Krauss)

Ashley Nelson: Louisiana Society of CPAs Northshore Chapter Accounting Scholarship

--Jessica Noullet: Baton Rouge Traffic and Transportation Management Scholarship

Madison Paulus: Citizens National Bank Scholarship in Business

Christian Patterson: Southeastern Students Scholarship Fund in Business (formerly Hill-Krauss)

Keaton Pierson: Southeastern Students Scholarship Fund in Business (formerly Hill-Krauss)

Caitlin Pepperman: R. K. Hoddinott Endowed Scholarship in Business & Technology

Sarah Pollard: Joseph & Anna Piediscalzo Endowed Scholarship in Business, Basil Owen Sweatt College of Business Alumni Chapter Endowed Scholarship

Chelsie Reed: Lard Oil Company Scholarship in Supply Chain Management

Evan Richardson: John & Beverly Manzella Endowed Scholarship in Business Administration

Austin Rogers: Hood Automotive Endowed Scholarship in Business, Dallas LaRoy and Helen D. Calmes Memorial Scholarship in Marketing

Kase Savoy: Southeastern Students Scholarship Fund in Business (formerly Hill-Krauss)

Michael Sharpe: Lard Oil Company Scholarship in Supply Chain Management

Taylor Smith: Basil Owen Sweatt College of Business Alumni Chapter Endowed Scholarship

Charles Squires: Paul M. and DeNise S. Marek Scholarship in Finance or Accounting

Alexandra Steib: Southeastern Students Scholarship Fund in Business (formerly Hill-Krauss)

Kristal Terrell: Dorothy R. Lee Excellence in Business Endowed Scholarship

Hannah Vaughn: Joseph and Gloria Soutullo Memorial Scholarship

Baleigh Vinyard: Neill Family Company Endowed Scholarship in Business

Krystal Waddell: Southeastern Students Scholarship Fund in Business (formerly Hill-Krauss)

Gretchen Watson: Harry and Audrey Gabriel Endowed Scholarship in Business


HONORS CONVOCATION AWARDS

• Distinguished Graduate in Accounting: Kaitlin Farkas
• Distinguished Graduate in Finance: Paul Obermann
• Distinguished Graduate in Management: Morgan Dietrich
• Distinguished Graduate in Business Administration: Jonathan Jee
• Outstanding Academic Award in Economics: Victoria Mercer
• Distinguished Graduate in Supply Chain Management: Stephanie Wells
• Distinguished Graduate in Marketing: Darby Murphy

PROFIT PRESENTATIONS:

-Cecilia Mercier, Vidhi Patel, Reese Dugas, Katy Maddern, Trent Shepherd. Katherine Clark. Nicholas Byrd, Austin Polk, Hannah Reeves, Jacob Boudreaux, Kalyn Berot, Emma Larmann
ASSOCIATION OF LATIN AMERICAN STUDENTS
President: Gabriela Pacheco
Advisor: Aristides Baraya
The purpose of this organization shall be to expand the global perspectives of its students and increase its service vision to include not only the area of Southeast Louisiana, but also Latin American countries and the Hispanic community in the United States.

BETA ALPHA PSI
President: Richard Kenning
Advisor: Dean DiGregorio
Beta Alpha Psi is the national-level honors, professional, and service organization for accounting majors. Members and new members invite professionals to speak at professional meetings (most Tuesdays), provide tutoring, and assist with various charitable organization events.

BETA GAMMA SIGMA
President: Anna Bass
Advisor: Kris Jones
Membership in this International Honor Society is the highest recognition that a business student can receive in a business program at a school accredited by AACSB International.

COLLEGE OF BUSINESS AMBASSADORS
President: Maci Boe
Advisor: April Kemp
The ambassadors are student leaders who are involved in at least one student organization, interact with students and faculty in an engaging and energetic manner, and work continuously to promote the quality of services provided by the college to current and potential students.
FINANCIAL MANAGEMENT ASSOCIATION
President: Austin Polk
Advisor: Danielle Lewis
FMA promotes learning and growth in the field of Finance while connecting future and current financial professionals.

INSTITUTE OF SUPPLY CHAIN MANAGEMENT OF SELU
President: Chelsie Reed
Advisor: Michael Jones
ISM is the largest, oldest, and most prestigious organization for purchasing managers globally.

MBA SOCIETY
Presidents: Brandon Hebert and Brandon St. Pierre
Advisor: Rusty Juban
The MBA Society is an organization comprised of MBA students that exhibit professional behavior with the goals of continuous development.

NATIONAL ASSOCIATION OF BLACK ACCOUNTANTS
President: Sontrell Solomon
Advisor: Eric Knight
NABA is an organization for business majors with an interest in accounting.

PHI BETA LAMBDA
President: Dennis Rankin
Advisor: Matthew Alford
Phi Beta Lambda is the oldest and largest national organization for students preparing for careers in business leadership.

SOUTHEASTERN MARKETING ASSOCIATION
President: Lindsay Grace
Advisors: Michael Jones and Elizabeth Randon McDougal
SMA provides professional development for marketing majors or students interested in marketing.

SOCIETY FOR HUMAN RESOURCE MANAGEMENT
President: Jarod Hopper
Advisor: Carl Phillips
SHRM is the world’s largest Human Resources professional society and leading provider of resources serving the needs of HR professionals and advancing the practice of Human Resource Management.

TOASTMASTERS
President: Ian Squires
Advisors: Tara Lopez and Jay Johnson
Toastmasters International is a world leader in communication and leadership development.
PUBLICATIONS


Alford, Matthew; Mckenzie, Russell; Johnson, Jay. (2016-2017). The Effect on Student Performance of Web-Based Learning and Homework in Microeconomics. Academy of Business Research.


Honorée, André; Krenn, Mario; Mancuso, L.; Board Independence and Earnings Management: The Moderating Role of National Culture. Academy of International Business -- Central and Eastern European Chapter Meeting.


Lewis, Danielle; Byrd, Nicholas; Polk, Austin; Reeves, Hannah. (2016-2017). ACG Cup Merger & Acquisition Case Study Winner. ACG Cup.


