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UW-La Crosse Newsletter

**DEAN'S OFFICE
223 W. Carl Wimberly
Hall**

Mid-Semester is Friday March 10

- ✓ **Applications for admission to the Business Program are due.** All business majors who will be eligible, and who are **planning to start advanced (300-400 level) business courses during summer or Sem. I, 2006-07, must apply for the program.** Applications are available at the Dean's Office. Late applications may not be accepted. **Applicants who are completing some of the admission requirements over the summer, here or elsewhere, must also apply by this deadline.**
- ✓ **All major and minor changes are due.** Changes to students' majors and minors are done only through the Dean's Office. *Changes will be accepted up until mid-semester* to facilitate the registration process and assignment of advisors. No changes will be done after that date until registration is over in May.
- ✓ **Students planning to change to another school or college** must file a "change of program" form at the new college dean's office. These are also due by mid-semester, and will not be processed after that date until registration is complete in May. Program change forms are available at the Dean's Office.

Advisor/Advisee Assignments

Faculty advisor assignments are posted on the bulletin board outside 223 WCW Hall, and this information is also available

on-line through the "Current Students" area of the UWL website.

Students should check to confirm their assignment, particularly new transfer and reentry students. Students are expected to visit with their advisors at least once a semester.

Advising does not take place only at registration time. Students are encouraged to visit with faculty advisors at any time. Faculty has posted office hours on their doors. If these hours are incompatible with a class schedule, students should talk with the advisor about arranging another time.

Advising on the Web

Check out the registration and course scheduling information for CBA students at our web site: www.uwlax.edu/ba/. You'll find basic information about registration advising, scheduling business core requirements, and your major. This information is helpful to review before you see your advisor.

The departments also have lots of excellent information about their programs, careers, faculty, student organizations, etc. You can link to their websites from the CBA home page.

Checksheets outlining all degree requirements (General Education, Business Core, all business majors and minors) are available in dispensers near room 226 in Wimberly Hall.

Registration for Sem. I, 2006-07

Registration begins in mid-April. All instructions for registering are in the class schedule information available online around April 1. SNAP reports will also be sent to faculty advisors about this time, and you will receive yours electronically.

Registration advising will be available from faculty advisors, usually by

appointment. Advisors should have sign up sheets for appointments at this time, and students should schedule appointments well in advance of their registration time and day. **Students majoring in accountancy and international business are required to see their advisors before they may register, and some CBA faculty also restrict registration until an advising session has taken place.**



August and December Graduates

Students planning to graduate are **required to get a "credit check"** with Ms. Dittman before registering for their final semester. Call 785-8090, or stop by the office, to schedule an appointment.

Graduates must also file an "intent to graduate form" at the Registrar's Office, 117 Graff Main Hall. This should be done this spring, after you have registered for your final semester.

BUS 230 Restricted Enrollment

The CBA will again **restrict enrollment in BUS. 230, Bus. and Econ. Research to students officially declared as business majors.**

Students not declared majors in business, or declared in economics, will be prohibited from registering for this course during regular registration. Mid-semester (March 10) is the final day to officially declare programs before registration commences.

Reminders

Dropping a Class? The last day to drop a full-semester class is March 24. Drop forms may be obtained from the Dean's Office; they require the instructor or student's faculty advisor signature. **Students may not drop courses after this date.**

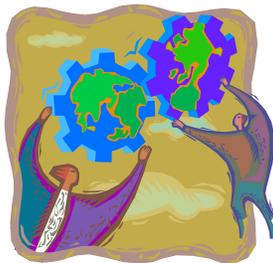
Planning to complete a course at home this summer? If you're thinking about completing a course somewhere other than UW-La Crosse, please note you must obtain permission from the Dean's Office, in advance, if you want to transfer the course back to your program here. *Repeating* courses may be done **only at UW-L.**

Thinking about studying abroad next year? Check this website for all the information about the deadlines, various program opportunities, scholarships, etc. http://www.uwlax.edu/oie/SA/study_abroad.htm. The CBA also has scholarships and you can obtain information and an application in the Dean's Office, 223 Wimberly Hall.



CBA Advising Survey

Thank you to those CBA students who participated in the advising survey last semester; approximately 22% of undergraduates took the time to respond to questions about the advising process and services we offer. Preliminary reporting shows that students are more than satisfied with academic advising in the CBA, over all; that students generally support required advising for freshmen and sophomore students. Students also gave a high rating (3.3 out of 4) to the information and services provided by our faculty advisors. Full survey results will be available in the Dean's Office later this semester.



International Business: The CBA's Sleeping Giant

It wasn't that long ago that business analysts regarded the economy of China as the *sleeping giant*. The term is no longer widely used since the business community in China has been awake for some time. *Sleeping Giant* is, however, an apt description of the International Business major at UW-L. From its origins in 1999 with only 16 majors, the IB major at UW-L has grown to 86 majors and more than 20 declared minors in 2006. In terms of student enrollment, its size now rivals and surpasses many traditional academic majors on campus.

International Business at UW-L is one of the most widely interdisciplinary majors on campus. Degree requirements include elective course opportunities in geography, sociology, anthropology, psychology, archaeology, women's studies, political science, music, art, theatre, and the development of fluency in a foreign language. Majors must also complete one study abroad program prior to graduation. The study abroad experience must be in a region where the dominant language is the student's proficiency language.

This year the CBA raised \$14,000 in scholarships to support students in study abroad programs. Approximately \$5000 was raised from alumni events while the balance came from a U.S. Department of Education, Business and International Education grant. As of February 2006, a total of \$7000 has been awarded to students who are studying in places such as Spain, Argentina, and Scotland. Applications are currently being accepted for summer and fall.

Interested? The CBA has a team of International Business advisors ready to help. Stop by the Dean's office for more information or check out the CBA's International Programs homepage at: <http://www.uwlax.edu/ba/International/International.htm>.

STUDY ABROAD

International Business students are required to have study abroad experience. The approval process requires completion of the relevant form available from the Dean's office and submission to the CBA International Business Advisory Committee for approval by your International Business Advisor.

ADVISORS AT THE READY

The CBA has a team of International Business Advisors. Inquire at the Dean's office.

WELCOME

Your application is considered by a committee of CBA known as the International Business Advisory Committee. Members are Leticia Pena (Management), James Finch (Marketing), Lise Graham (Finance), Yang Hoon (Information Systems), Wahab Khandker (Economics) and Ashley Burrowes (Accounting). STOP BY AND MEET THEM.

DEPARTMENTAL UPDATES

ACCOUNTANCY DEPARTMENT

Banquet

The annual banquet is scheduled for April 25 at the Cleary Center. The speaker will be Patrick Kuhse. All accountancy majors should attend. Last year the Department of Accountancy gave out over \$20,000 for scholarships at the banquet. Accountancy department scholarship applications are available on the department web site and will be accepted until March 20.

Placement

Accountancy students interviewing in the fall of 2006 have a meeting with Career Services on April 13. The meeting will be at 3:00 in 209 CWH with Karla Stanek and Ken Winter. If you are unsure about your plans for the fall you should contact Ken Winter (405 CWH) before the meeting.

Demand for UW-L accountancy graduates in professional positions and

current accountancy majors in internships remains strong. Accounting Career Expo and Accounting Interview Days attracted over 20 organizations to recruit accountancy majors. Last year, see www.uwlax.edu/CareerServices/Report/default.html, over 97% of accountancy majors were placed in related employment and, on average, they earned over \$38,000. Most internships are full-time, paid internships in the spring with public accounting firms. This spring there are 43 accountancy internships for total of 62 for the year. All are well paid and most of the spring internships are full-time in public accounting.



2005-06 Publications

Burrowes

Accounting Education: An International Journal The Ethics of Instruction

Critical Perspectives On Accounting
An Elegy to Derrida

Critical Perspectives On Accounting
In Spitzer We T(h)rust

Managerial Finance New Managerial Self Awareness

Accounting Education: An International Journal The Ethics of Instruction

Accounting, Auditing & Accountability Journal Born Again Accountants

Chartered Accountants Journal Of New Zealand America

Chartered Accountants Journal Of New Zealand Beyond Passwords - Biometrics and You

Chartered Accountants Journal Of New Zealand Lack of Public Display Impairs Legitimacy

Chartered Accountants Journal Of New Zealand Much ado about Internal Controls

Chartered Accountants Journal Of New Zealand That's Incredible

Chartered Accountants Journal Of New Zealand They shall return...

Chartered Accountants Journal Of New Zealand Tougher Bankruptcy Laws in the US

Chartered Accountants Journal Of New Zealand US Internal Control Certifications Inadequate

Chartered Accountants Journal Of New Zealand US makes a start on IFRS

Managerial Auditing Journal Introspections of a Post-Andersen Auditor

Managerial Finance Independent Financial Experts: From Wished-For to Wistful Thinking
2005

Managerial Finance New Managerial Self Awareness
2005

Managerial Finance The Enron Aftermath

Eide

Research In Healthcare Financial Management The Impact of Resource Based Relative Value Scale on US-Based Community Health Centers

Tax Adviser Amendments to Circular 230, Part I

Tax Adviser Amendments to Circular 230, Part II

Chartered Accountants Journal Of New Zealand Lack of Public Display Impairs Legitimacy

Chartered Accountants Journal Of New Zealand Tougher Bankruptcy Laws in the US

Chartered Accountants Journal Of New Zealand US Internal Control Certifications Inadequate

Gardner

Tax Adviser Amendments to Circular 230, Part I

Tax Adviser Amendments to Circular 230, Part II

Hendricks

Managerial Finance Independent Financial Experts: From Wished-For to Wistful Thinking

Kastantin

Critical Perspectives On Accounting
In Spitzer we t(h)rust

Tax Adviser Amendments to Circular 230 part 1

Tax Adviser Amendments to Circular 230 part 2

Accounting Education: An International Journal The Ethics of Instruction

Managerial Finance Beyond Earnings Management: Using Ratios to Predict Enron's Collapse

Winter

The Cooperstown Symposium On Baseball And American Culture
Yankee Profits and Promise The Purchase of Babe Ruth and the Building of Yankee Stadium

Class Scheduling Information

Classes may not be offered if they do not reach enrollment minimums.

Summer 2006

ACC 221, 222, and 421 will be offered.

Fall 2006

All courses required in the ACC major will be offered. FIN 480 will be taught by Dr. Eide. ACC 301, Taxation for Non-Accountants, will be offered as an elective or as part of the ACC minor.

Spring 2007

ACC 418 and 421 will NOT be offered. All other required major courses will be offered.

Accountancy Minor

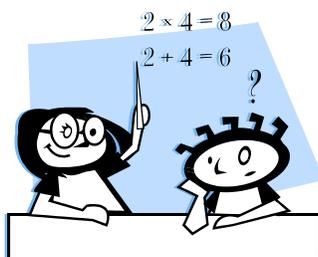
The accountancy minor consists of thirteen credits including ACC 321 and ACC 322, plus any two additional ACC courses numbered 300 or above. Courses taken to satisfy the minor may be used to meet major electives.

150-hour Curriculum

Wisconsin has joined most other jurisdictions in requiring 150 college credits to become a CPA. Minnesota's 150-hour rule will go into effect 7/01/06. The department recommends that all students complete their 150-hour curriculum before starting employment in any jurisdiction. Students heading to other jurisdictions can check <http://www.aicpa.org/states/uaa/150chart.htm> to find out where that jurisdiction is in the 150-hour process.

Accountancy Tutors

If you need assistance with your ACC 221 or ACC 222 class, tutors are available Monday through Friday in room 327 Wimberly Hall. Exact hours are posted on the door.



ECONOMICS DEPARTMENT

Course Changes

The Economics Department is making some changes to its fall schedule of classes. In order to offer all the courses that are important for students to take, ECO 303, Industrial Organization, will now be offered every other year (fall of odd years), taking a break this fall. ECO 307, Introduction to Econometrics, Forecasting, and Time Series, will now be offered on an every other year basis (fall of even years) starting in the 2006 fall semester. This will require a rotation of the instructors for ECO 305, Intermediate Macroeconomic Analysis. The schedule for the next two fall semesters is:

<u>Fall 2006</u>	<u>Instructor</u>
ECO 307	Taggart Brooks
ECO 305	Glenn Knowles

<u>Fall 2007</u>	<u>Instructor</u>
	<u>(tentative)</u>
ECO 303	Glenn Knowles
ECO 305	Taggart Brooks

Also, ECO 340, Introduction to International Economics, will not be offered in the 2006 fall semester. This one time only change is necessary because Professor Wahhab Khandker will be on sabbatical. ECO 340 will be offered by Professor Khandker in the 2007 spring semester.

Fall 2006 Course Information

Freakonomics is the title of a book that spent most of 2005 on the New York Times best seller list. It is about the application of *econometrics* – economics and statistics – to a myriad of interesting

social issues. Think statistics is boring? Well econometrics has been used to answer questions like:

- Does alcohol use lead to risky sexual behavior?
- Do women really make less money than men?
- Was *Roe v. Wade* responsible for the reduced crime rates of the 90s?
- Is the death penalty truly a deterrent?
- Does increasing the tax on alcohol reduce traffic fatalities?
- Can a woman raise her lifetime earnings by waiting to have a child?

In ECO 307, Introduction to Econometrics, Forecasting, and Time Series, Professor Brooks' students will answer questions like these while acquiring the skills of an applied econometrician. They'll get their hands dirty working with several interesting datasets, including the National Health and Social Life Survey (NHLS). The class will also cover forecasting: econometric models used to make predictions. We will develop forecasting models to help predict how many people will attend a White Sox game or where the stock market will be next month and then we will test their accuracy.

Having some econometrics skills can help you distinguish yourself from other business grads when you hit the job market. And if you are thinking of graduate school then ECO 307 is a must take course. The prerequisites are completion of the General Education English requirements, C-S 101 or equivalent, and MTH 145 or equivalent.

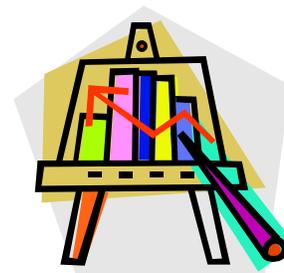
Professor Barry Clark will be offering ECO 311, Comparative Economic Systems, during the 2006 fall semester. In the past, this course focused on the distinctions between communism, socialism, and capitalism, but with the collapse of the Soviet Union and the decline of socialism around the world, the course now analyzes national variants of capitalism. The following eight nations are examined: the United States, Great Britain, France, Germany, Sweden, Russia, Japan, and China. For each nation, the economic system is understood to be embedded in a larger political and cultural framework that shapes the extent to which market forces are permitted to govern the allocation of resources. The course concludes with attention to globalization as a force pushing national economies toward greater homogenization.

Professor Keith Sherony will be teaching ECO 320, Economics of Sports and Entertainment, in the 2006 fall semester. This class provides students with the opportunity to learn in depth about the interesting and sometimes peculiar economics of these two fascinating industries. Last fall the class explored the factors that motivated the Black Sox Scandal in which eight members of the Chicago White Sox conspired with gamblers to throw the 1919 World Series. This fall the class, along with students from an accounting and a finance class, may evaluate business aspects of actions such as the Yankees purchase of Babe Ruth or their decision to build Yankee Stadium.

Donna Anderson will be teaching, ECO 402, Economics of the Public Sector, in Fall 2006. What is the economic rationale for government? Which functions should government perform and which dimensions of our lives are best left to the private sector? For example, how should we deal with social security, education, welfare, and health care? How should the economy provide for such things as national defense, flood control, parks and playgrounds, libraries, and highways? Who should receive the benefits of these goods and services-and who should pay their costs? How do we evaluate the costs and benefits of government policies and programs? Public finance addresses all of these issues and more. Prerequisites: ECO 110 and 120.

Other Faculty News

Donna Anderson has two articles accepted for publication. The first is titled "Grading Styles and Instructor Attitudes", researched with Dr. Betty DeBoer in the Psychology Department and Dr. Abdul Elfessi in the Mathematics Department, and published in *College Teaching Journal*. The second, titled "Negative Spillover Among Low Income Workers: The Role of Benefits and Job Characteristics" was research with Dr. Enilda Delgado in the Sociology Department and will appear in the *Southern Business and Economic Journal*.



FINANCE DEPARTMENT



Gordon Spellman Fund – Through a generous alumnus donation, finance students have the opportunity to manage and invest real money!! Portfolio Management (FIN 475) and Investment Analysis and Management (FIN 721) students will review and select investments for the Spellman Fund. The students then present their recommendations to a committee of UWL alumni that are successful investment professionals. In December, 2005, the first presentations were made and the stocks chosen include American Standard, British Petroleum, Dell, Prudential, Signet (Kay Jewelers), St. Joe (Florida Real Estate) and Toyota Motors.

Personal Finance (FIN 207) is now included in the General Education curriculum. Last fall Personal Finance was approved by the General Education Committee as a component of the Self and Society category. The course enables students to learn financial life skills that will alleviate many of the financial problems people are encountering today due to the changes in our society. Topics covered include investing, fringe benefits, taxes, buying a house and/or an auto, credit and budgets. Guest speakers are used to bring “real world” information into the class in different areas such as credit, investing, and home buying. This is an extremely useful course for all majors and now fulfills a general education requirement.

Class Scheduling Information

Summer Term

The department is offering Personal Finance (FIN 207), during Summer I. Money and Capital Markets (FIN 390), a finance major core requirement, is offered in Summer II. Principles of Financial Management (FIN 355) will be offered in both Summer I & II. For more information, please see your advisor or the department chairperson, Dr. Wolf.

Fall Term Courses – Focus on Managing Your Finances

It is easy to find financial information and advice in today’s world. Turn on the television – several channels are devoted to reporting on the financial markets twenty-four hours per day. Turn on your computer – there are hundreds of web sites with tools for managing your money. Pick up a magazine or newspaper – even the local weekly paper carries several columns written by financial professionals. So obtaining information is easy; the more challenging task is processing the information you gather. The retirement of the ‘Baby Boomers’ is creating an unusual demand for those who can assist others in their financial planning. The Finance Department offers three courses that may help you improve your ability to process information and to make good financial decisions.

Personal Finance (FIN 207) is open to students in all colleges and can help you acquire the tools you need to reach your financial goals. In addition to a unit on investments, course topics include budgeting, borrowing, insurance, taxes, and retirement planning.

Investments (FIN 380) is a required course for Finance majors, but is open to any student in the College of Business Administration who has completed FIN 355. This course examines security characteristics and valuation, and considers current trends in stock and bond investing. Portfolio Management (FIN 475), which has FIN 380 as a prerequisite, provides students with a more in-depth investigation of the concepts of risk and risk reduction through portfolio construction, as well as various methods for measuring an investor’s return on investment. Additional attention is paid to derivative securities (primarily options and futures) that are frequently mentioned in the financial press.

Other Fall Semester Electives

Financial institutions like banks are continuing to expand beyond their traditional product offerings, such as personal and commercial loans and trust services, into new areas such as financial planning, insurance and financial security sales, and investment banking. Consequently, the employment opportunities in that industry continue to expand. Management of Financial Institutions (FIN 410) examines the environment in which financial institutions operate, its changing nature, and managerial decision-making within that environment. This course is open to any students who have completed the prerequisite (FIN 390 or ECO 301).

Financial Management and Control (FIN 480) is an elective available to seniors interested in corporate finance and accounting. The course reviews the roles and responsibilities of the corporate controller and treasurer. The prerequisites for FIN 480 include FIN 370 and ECO 301, but alternative prerequisites may be acceptable. Review the course catalog or see Dr. Eide with any questions.

Another elective open to all CBA students is Principles of Insurance (FIN 360). In this course, students learn about a variety of risk management concepts, insurance industry practices, and common insurance contracts. Although the course is primarily an introduction to the topic of risk management for the firm, some attention is given to personal insurance for the home, automobile, life, and health. The prerequisite for FIN 360 is completion of ACC 221.

January Term

The Department of Finance plans to offer Principles of Financial Management (FIN 355) during the January 2007 term. For more information about this course, please see Dr. Wolf.

Advising and Registration

Advising SNAP reports will be e-mailed to finance majors at the beginning of April. You may then sign up for an advising time on the schedules posted in the hallway outside the Finance Department offices. Please be sure to bring your SNAP form to the advising session.

Faculty Notes

Dianne Morrison is representing the CBA as one of three University faculty advisors in the Advising Center this year. She assists students in many different areas relative to their academic career. This may include researching a major, registering for classes, dropping/adding a class or even changing a major. The Advising Center is located in Wilder Hall and has many resources that enable students to pursue career choices appropriate for them.

Dr. Graham is teaching in a program for S&S Cycle offered through the Small Business Development Center. The program, Training for Executive and Administrative Management (TEAM), focuses on development of corporate financial skills.

Professors Carney, Morrison and Wolf continue to serve on the Board of Directors of Advantage Credit Union. Additionally, Dr. Carney is the vice-

chairman of the board and Ms. Morrison serves as the Treasurer. Dr. Krueger is the editor of the Proceedings for the 2006 Academy of Finance annual meeting. Dr. Graham is the VP-Finance for the Academy of Financial Services. Dr. Carney serves on the Investment Committee of the UWL foundation. The investment income earned on the foundation's endowment is the source of the funding for UW-L student scholarships. Dr. Carney also serves on the UW System Tax Sheltered Annuity Investment Committee.



The entire department continues to be involved with the East Central European Scholarship Program (ECESP). In particular, for the scholars attending UW-L during the 2005-2006 academic year, Dr. Carney is the academic adviser and Dr. Tom Krueger is the internship coordinator. Additionally, Drs. Aiuppa and Krueger will be providing a summer seminar on Risk Management in a Financial Setting and Corporate Governance. ECESP scholars are visiting from Albania, Bulgaria and Macedonia.

Dr. Wolf will lead the Financial Management Association (FMA) on their annual trip to Chicago in late March, where they will visit the Chicago Mercantile Exchange, Chicago Board of Options Exchange, and the Federal Reserve Bank - Chicago. Scholarly activity in the Finance Department includes: Dr. Graham will attend the Financial Education Association Conference in San Antonio. Her participation will include presentations of, "Does Investing in Interim Terms Pay Dividends?" with Dr. Krueger and "New York Yankees 1921" with Drs. Hauptert and Winter. Drs. Krueger and Wolf will attend the MBAA Conference in Chicago. Dr. Krueger will present, "An Analysis of *Investment Advisor* Strategist Predictions" with Brian Hornberg, a UWL MBA alum. Dr. Wolf will present "Risk-Based Bank Portfolio Returns: An Instructional Model," with Tom Aiuppa and "The Term Structure of Futures Volatility and its Impact on Hedging Optimality".

Tutors & Other Assistance

If you need a little help to understand your latest finance assignment or lecture, we urge you to visit our tutors located in 406E Wimberly Hall. John Schweitzer will be pleased to help you with your questions. Administrative assistance can be obtained from our Academic Department Associate, Mrs. Lori Komarek, whose office is in 404 Wimberly Hall.

Information Systems Department

Planned Faculty Leave

Dr. Wen's application for sabbatical leave in fall 2006 has been approved by UW-L and forwarded to the Board of Regents for final approval. Dr. Wen has selected National Chung Cheng University in Taiwan as his sabbatical site, where he will develop an undergraduate/graduate course in information security management and also conduct his international research in e-business. Dr. Wehrs has agreed to be the acting chair of the IS Department in the coming fall; he will assume all administrative responsibilities of Dr. Wen for one semester.

Five-Year Review of the IS Major program

Dr. Wen drafted the IS 5-year review report in the fall of 2005, which has been carefully examined, revised, and approved by the Joint Review Committee. A positive continuation recommendation of the IS major program has been forwarded to Provost Hitch.

Fall Course Offerings

As has been scheduled for fall 2006, the Department will offer 7 sections of I-S 220, providing up to 210 seats for the anticipated larger incoming CBA class. We plan to continue to utilize the computer testing tool, SAM, to evaluate the Office skills of the students. Students planning to take this course should expect to spend substantial time and effort in learning many subjects in business information systems as well as acquiring skills for mastering productivity tools. This course is unrestricted to business majors; all UW-L students who satisfy the

prerequisite can take it before applying to the CBA.

Due to Dr. Wen's sabbatical leave in the fall, Dr. Wehrs will offer one section of I-S 401. Drastically increased emphasis on object-oriented analysis and design methods has been contemplated by Dr. Wehrs for this fall semester. Notice that this temporary change of instructor for the course will lead to the one-time removal of writing emphasis in this coming fall. Students who are taking Dr. Wen's I-S 300 in this current semester shall not be affected by the faculty change. As to I-S 330, Dr. Yang will offer one section of it for the second time.

No upper-division IS elective course will be offered in the coming fall. Students who need electives for timely graduation are encouraged to take IS internships for credits, the IS independent study course, or qualified elective courses in the Computer Science Department.

New Initiatives

Building on his connection with the College of Applied Arts and Sciences (CAS) of the Beijing Union University (BUU), Dr. Wen developed a joint MBA program based on the existing onsite MBA program last fall. This degree program is to be delivered in China (by CAS) and the U.S. (by CBA) in two phases. The collaboration agreement has been drafted by Dr. Wen in January 2006, and is currently under review by the CAS. It is expected that the agreement will be signed officially by both sides in this month. Depending on the progress of Phase 1 delivery in China, the first class of Chinese students could be on the UW-L campus as early as August 2007.

Faculty Research Output

Park, Yangil. "User Intentions in Free Online Service Electronic Commerce" (with Chen, Jeng-Chung). Presented at 2005 Decision Sciences Conference in November in San Francisco also published in the Proceedings.

Park, Yangil. "The Differences of Addiction Causes between Massive Multiplayer Online Game and Multi User" (with Chen, Jeng-Chung), International Review of Information Ethics (IRIE), Vol 4. No 4. 2006.

Yang, Kyung Hoon. "Comparison of Web-Based Shopping Systems in the UK and Korea," Journal of Global Information Technology Management, Vol. 8, No. 4, 2005.

Yang, Kyung Hoon. "An Analytical Study on Communication Technology Diffusion based on Mahajan's and Venkatraman's Models." Presented at 2005 Decision Sciences Conference in November in San Francisco also published in the Proceedings.

Other Faculty Activities

Dr. Wen delivered an invited speech "Joint MBA Program Design Philosophy" to faculty and students at BUU CAS on November 22, 2005. The promotional speech had immediately generated several inquiries about the CBA-CAS joint program. Further collaboration with the entire BUU system (comprising 17 colleges) and the Beijing Film Academy will be sought when Dr. Wen visits Beijing during the upcoming spring break.

MANAGEMENT DEPARTMENT

Professor Emeritus

At its January meeting, the Management Department recommended to the University that Dr. Dayr Reis, who retired in January, 2006, be granted "Professor Emeritus" status. It has been approved by university administration and will be awarded to Dr. Reis at the spring commencement of the College of Business Administration.

Faculty Updates

The Management Department has had a busy and productive year. A number of papers have been accepted, presented and/or published. John Betton has had a paper entitled "Human Rights, Globalism and Cultural Values: Universality and the Nation State" accepted for presentation in July at the 'New Directions in the Humanities Conference' in Tunis, Tunisia. A paper on corporate responsibility by John Betton, with Dayr Reis and Leticia Peña, is being published as a chapter in a multi-volume book on Development Studies by Atlantic Publishers. Dr. Betton also reviewed papers for the Operations and Supply Chain Management (OSCM) International Conference in Bali, Indonesia in December 2005.

Drew Stapleton and co-author Jon Ross, from The Trane Company, have had a manuscript accepted for publication in the *Journal of Supply Chain Management: An International Journal* at the end of March, Vol.11, No 2. It is entitled "Enhancing Supply Chain Solutions with the

Application of Complexity Theory". Dr Stapleton and Dr. Keaton have co-authored a paper titled "The Dukes of HazMat: The Current State of Hazardous Materials Transportation in the U.S.", which they will present at the 2006 Midwest Business Administration Association (MBAA) Conference in Chicago this March.

Paul Keaton and Tom Kuffel, with co-authors Harvey, Sigerstad and Novičević, have had a paper entitled "Faculty Role Categories: A Dean's Management Challenge" published in the *Journal of Education for Business* in February, 2006.

William Ross had an article entitled, "What Every Human Resource Manager Should Know about Web Logs," published in the *Society for Advancement of Management (S.A.M.) Advanced Management Journal*, 70, (3), 4-14. In addition, a manuscript entitled, "Web logs and recruiting: Directions for future research," was published in the *Communications of the International Chinese Information System Association*, (2005, Summer) 7, (1), 1-12.

Course Information

John Betton is teaching three classes for the capstone course in the Environmental Studies minor in March. The classes are on "Sustainable Business", "Biomimicry" and "Ecological Design".

MARKETING DEPARTMENT

Personnel News

The Marketing Department has been searching for a replacement for Dr. Hein. As many of you know, Dr. Hein left us back in August of 2005. We have been very happy to have Ms. Kelli Nowicki filling in this year while we search for a full-time replacement. As the faces change we continue to try to provide adequate course and seat availability for all of our majors and thank you to them for being so welcoming to the new people that have come to UWL to teach for us in this past year.

Dr. Jon Fields will be taking over as the Faculty Advisor for the AMA during this year. Dr. Fields has a long history of being involved with student organizations, and is excited at the prospect of getting to know our students better through this activity. He will be accompanying a leadership team to the national conference, to be held in Orlando this

year, and we are certain he will come back ready to take charge and lead the group forward. If you are not familiar with the AMA or what it does, we encourage you to stop by the AMA office (CWH-318D) and talk to a member

Course Offerings

Summer Schedule- 2006

MKT-309 Principles of Marketing
BROKAW
9:00 – 12:30
MTWRF CWH 137
May 22 to June 9 (First 3 weeks of first summer session)

MKT-444 Sports Marketing
CHILSEN
9:00 – 12:30
MTWRF CWH 324
May 22 to June 9 (First 3 weeks of first summer session)

SMALL BUSINESS DEVELOPMENT CENTER



International Business Roundtable Series Kick-Off

A series of international business roundtables is being offered at the University of Wisconsin-La Crosse. The first roundtable will kick off on Tuesday, March 21, from 8:00 to 10:00 a.m. The session will provide valuable insight from businesses regarding their entry into international business and what they have learned along the way. Three businesses have been invited to provide details on their entry into the international business arena:

- Rich Petros, First Logic
- Steve Appelwick, Fastenal, Inc.
- Virginie Saulnier, Agri-Mark, Inc

The Roundtable will provide a forum with the opportunity to network, gather information, and gain access to resources at a regional and state level. Students are urged to attend. The program is sponsored by the UW-L College of

Business Administration and the Small Business Development Center.

The roundtables are a direct result of a \$174,562 grant from the U.S. Department of Education's Business and International Education program received by the College of Business Administration.

The grant aims to promote international business in the region through a variety of initiatives, including student internships, faculty development, establishing a partnership with the Wisconsin World Trade Center, developing international uses for Geographic Information Systems technology, and reaching out to area businesses and high schools with specific programs.

The \$15 fee includes breakfast. The International Business Roundtables will be at the Cleary Alumni and Friends Center on the UW-L campus. Call (608) 785-8783 or visit www.uwlax.edu/sbdc for more information or to register.

STUDENT ORGANIZATIONS

AMERICAN MARKETING ASSOCIATION



AMA Heads to Orlando

This upcoming March, American Marketing Association is excited to send six university students to attend the International AMA Collegiate Conference in Orlando, Florida. This is a conference in which over 1300 college students from across the nation attend. The conference provides a great opportunity for members to enhance their professional development by networking with other chapters and professionals. Surprisingly, last year the University of Wisconsin-La Crosse won a national Membership Award, which adds to our excitement for this year's conference.

Besides looking forward to the International Conference, AMA has many other events being planned this spring. We will be having a variety of speakers at our weekly meetings, including representatives from Direct Supply and Federated Insurance. Additionally, AMA will be attending two professional

business tours at Trane Company and the City Brewery. Outside of professional development, our members volunteer at Bethany Riverside Assisted Living for weekly bingo and game nights. AMA also has planned social events including bowling at Play-Mor Lanes, the Island Girl Boat Cruise, and a dinner at the Freighthouse.

Students interested in enhancing their professional, communication, and networking skills are encouraged to join AMA. Already this year over 100 students have joined and membership will re-open again next fall! If you would like any more information please stop by the AMA office in room 318D Wimberly Hall or better yet, come to our meetings in room 337 Cartwright at 5:30 on Wednesday nights!

DELTA SIGMA PI



Delta Sigma Pi is a professional business fraternity reaching out to all business majors on campus. Employers associate the name with experience, professionalism, and personality. Delta Sigma Pi is not only a resume builder but a great way to get involved on campus. You will have the opportunity to associate yourself with other business majors and also build friendships that will last a lifetime. By becoming a member of Delta Sigma Pi you will unfold a new world of business networking and leadership skills.

Almost 100 years ago, this co-ed fraternity prospered into a nationally recognized association that is made up of, today, more than 200 chapters and over 200,000 brothers. The chapter here at UW-L consists of 67 active brothers and 28 pledges. Activities ranging from building playgrounds to helping with Adopt a Highway; professional events like learning to create your resume and "Prep for Success;" and social events which are always chance to relax and have fun. Becoming a member of Delta Sigma Pi is the smartest investment for your future. If you are interested in learning more about DSP, visit our website at <http://www.uwlax.edu/dsp/>.

FINANCIAL MANAGEMENT ASSOCIATION



The Financial Management Association is an organization which facilitates the development of knowledge regarding economic and financial based careers. Through the FMA, members will be given the opportunity to explore aspects of today's financial world and interact with several financial industry leaders and their organizations. FMA is open to any CBA student, but is tailored toward students majoring in Finance and Economics.

FMA Members:

President - Tara Sawyer
 VP of Finance - Luke Hinz
 Treasurer - Melissa Turngren
 VP of Operations - Mike Schumacher
 Logistics Manager - Ryan Prinsen
 VP of Advertising - Kate Gehring
 Public Relations Officer - Tara Nordquist
 Web Master - Justin Poehnell

Every semester, FMA has three speakers from different areas of finance come and speak to the student body. Meetings are on Wednesday nights. Watch for FMA bulletins and emails. Also, this semester FMA is putting on a golf outing and the Chicago Trip.

The golf outing is Friday, May 5 starting at 1:30 p.m. This allows students to mingle in a relaxed atmosphere with various business professionals and to start networking.

The Chicago Trip is on March 30th and 31st. This trip includes going to the Chicago Mercantile Exchange (CME), the Chicago Board of Options Exchange (CBOE), and the Federal Reserve Bank (FRB). Students will actually get to watch the exchanges at the CME and the CBOE!

If you have any questions contact any of the FMA members!

CME-Chicago mercantile exchange world's largest futures exchange
 CBOE-Chicago board of options exchange, second largest options exchange
 FRB-Chicago, federal reserve bank, one of the 12 FR Banks in the Federal Reserve

CBA ADMINISTRATION

Accountancy..... Dr. Kenneth Winter

Economics..... Dr. Keith Sherony, Interim

Finance..... Dr. Rob Wolf

Information Systems..... Dr. Kuang-Wei Wen

Management Dr. Tom Kuffel

Marketing..... Dr. Stephan Brokaw

Director, Small Business Development Center..... Jan Gallagher

Assistant to the Dean Amelia Dittman

Associate Dean Dr. Bruce May

Dean..... Dr. William Colclough
