

INSIGHT

View Business from a New Perspective

ISSUE II, VOLUME V SUMMER 2011

Insight provides a unique perspective on how our students, faculty, and alumni are making positive contributions to redefine the role of the business professional in today's global society.

IN THIS ISSUE

College of Business Students Rise to Top in Direct Marketing Scholarship Competition

Deloitte Pursues Recent Graduate for Her SAP Software Expertise

Business and Engineering Entrepreneurs Team Up

Business Seniors Take on The RealTest

Sophomore Experience Abroad Students Return With New Passion

Alum Honored by Beta Gamma Sigma

New Arts and Entertainment Management Major is All Business

Faculty from Law, Science, and Engineering Join College of Business for Discussion of Concussion Crisis in Sports

College of Business Students Rise to Top in Direct Marketing Scholarship Competition



Of the two recipients of this year's New England Direct Marketing Association (NEDMA) Foundation scholarships, both were students from Western New England University.

Marketing Communication/Advertising majors Monika Rutana and Marisa Harris each received \$3,000 scholarships and paid summer internships at direct marketing firms. They were also invited to attend Direct Marketing Essentials, a daylong workshop, and the annual NEDMA Conference in May 2011.

Monika, a junior, has proven herself to be a quick study not only in her chosen major, but also in understanding American culture. She is a native of Poland who emigrated to the U.S. when she was 12. Speaking no English when she arrived, Monika has become fluent in the language and in the cultural nuances that are key to becoming a successful marketer.

In her NEDMA Foundation application, Monika focused on what she had learned in such courses as Promotional Campaign and Buyer Behavior, and working on student competitions for Honda and the Yellow Pages.

This summer, her paid internship through NEDMA is at the Green Internet Group, one of the top online, web design, and social media firms in the region. She has already contributed to marketing plans for nonprofit organizations, entrepreneurs, and national corporations, and has done extensive research on mobile marketing.

Says Monika, "This scholarship and internship will grant me huge opportunities in the business world. After I graduate, I hope to apply what I'm learning in the direct marketing field, preferably for a global corporation."

As a sophomore, Marisa Harris had a special challenge. She had only taken one course in her major—Principles of Marketing—before applying for the NEDMA scholarship and internship.

"In my application, I had to focus on who I am, as opposed to who I am as a marketer, because I'm just getting started," explains Marisa.

She emphasized the scope of the Western New England Marketing Communications/Advertising curriculum she would take, and discussed prior internship experience.

An avid country music fan, Marisa had interned after her freshman year at Clear Channel Communications in Hartford.

Her NEDMA internship is at Q-Bridge in New Haven, CT, a rising business-to-business (B2B) consulting and technology firm serving such clients as Cognizant, Gartner, and SAS.

“My internship at Q-Bridge has allowed me to gain unique hands-on B2B experience and professional skills. I have completed a variety of projects for the firm, including business process maps, which show the campaign processes that the company follows from start to finish.”

—Marisa Harris

INSIGHT

Deloitte Pursues Recent Graduate for Her SAP Software Expertise

The SAP logo is displayed in white text on a blue background.

In today's economy, it pays to have an edge over other job seekers. Western New England business graduates have such a competitive advantage through coursework and certification in SAP software. Stephanie Deyette, a 2010 Business Management graduate, experienced how valuable SAP expertise can be in the workforce when she was recruited by Deloitte Consulting LLP for a new SAP position. Deloitte is one of the largest professional services organizations in the world and one of the Big Four accounting firms.

Like many multinational corporations, Deloitte uses SAP all-encompassing computer software to connect its various business functions. Since 2007, SAP has been integrated into the curriculum of our College of Business. Graduates with training in SAP can earn an average of \$6,000 to \$8,000 more in initial salary.

As her graduation day approached, Stephanie had a job offer with another company in Framingham, MA, that had recruited on campus. But a chance call from Deloitte would change the course of her career.

Deloitte contacted Associate Dean Marilyn Pelosi to recommend candidates for a new SAP position because its recruiters knew that Western New England had one of the few business programs in New England to offer SAP courses.

But Stephanie chose to pursue her first job offer. As months passed Deloitte continued to be convinced that she was the ideal candidate to work on a new SAP project. Eventually, Stephanie agreed and took the position with Deloitte.

As Stephanie, now an associate with the firm, noted, "Deloitte is a very big company that was recruiting nationwide," she added, "They would not have looked twice at my résumé without SAP."

Deloitte will move Stephanie closer to Boston and she couldn't be happier with her decision.



From left to right: Amanda Fortus, Andrew Labrie, Micah Bowen, and Joe Conti

Business and Engineering Entrepreneurs Team Up

In the Product Innovations course, student entrepreneurs from the Colleges of Business and Engineering team up to develop and market new products. For the most viable ideas, the University files provisional patents under the students' name so the students are listed as the inventors. The top inventions are entered into a competition at the annual American Society of Mechanical Engineers

Innovation Showcase. Western New England's team of Micah Bowen, Joe Conti, Amanda Fortus, and Andrew Labrie developed a novel way to purify water for Third World families. For the second year in a row, a Western New England team finished in the Top Five in the national competition, which attracted 30 teams from leading engineering schools across the nation.



Business Seniors Take on The RealTest

What better way to sharpen a business student's problem-solving skills than participating in a management simulation exercise with seasoned professionals? Senior-level Management majors had the opportunity to network with alumni and receive guidance during the College of Business RealTest, which took place in the spring. Students were tasked with creating a team presentation on how they would handle a business situation based on three case studies. The alumni served as coaches and mentors for the students who participated.

Sophomore Experience Abroad Students Return With New Passion

This spring the first students to participate in the Sophomore Experience Abroad (SEA) program returned to campus to complete their sophomore year. The SEA program takes sophomores abroad to study for a semester at London's Richmond University where the majority of their courses are taught by Western New England faculty. The cost for this unique program is the same as that for a sophomore living on campus—including airfare.

The effects of a semester abroad on the students have been profound. Universally, they have gained new self-confidence, new appreciation for cultural differences, and a new perspective on how they can have an impact on the world. Upon her return, Maddie Boushie decided to run for Junior Class President—and won. Michelle Steenland-Gilbert is looking to start a new club on campus and learn more about how alumni and trustees serve the University. Says Michelle, “While I was in England,



I met students who were already running their own companies and knew presidents. It gave me the motivation to go for it. I want to find ways to influence masses of people and have an impact. The changes in myself make me want to change the world around me, and gave me the strength to do it.”

Read blogs from students currently in London and learn more about the SEA program at www.wne.edu/sea.



Alum Honored by Beta Gamma Sigma

Beta Gamma Sigma is an honor society for students enrolled in business programs accredited by AACSB International—The Association to Advance Collegiate Schools of Business. Membership in Beta Gamma Sigma is the highest recognition a business student anywhere in the world can receive in an undergraduate or master's program at a college or university accredited by AACSB International. Less than 5% of business schools worldwide have AACSB accreditation.

Beta Gamma Sigma membership conveys academic excellence and a commitment to high principles and superior achievement. On April 12, Western New England inducted this year's class into this prestigious society.

During the event, alumnus Robert Allesio, a 1992 graduate of our MBA program, was made an honorary inductee. Mr. Allesio holds several prestigious positions. He is president & CEO of the Connecticut Natural Gas Corporation; president & CEO of the Southern Connecticut Gas Company; CEO of the Berkshire Gas Company; and vice president of Gas Operations, UIL Holdings Corporation, in Dalton, MA.

New Arts and Entertainment Management Major is All Business

Every successful artistic venture is the result of a carefully orchestrated production not only on stage, but also behind the scenes. Business professionals play a critical role in the planning, financing, and management of such events. Through its one-of-a-kind Arts and Entertainment Management major, the College of Business at Western New England University can prepare you for a career in this dynamic field.

While some universities house arts and entertainment majors within theater or communications programs, Western New England emphasizes the business preparation needed for success in the field.

Students receive a solid foundation in business along with arts and entertainment-specific courses such as Managing Arts & Entertainment Organizations, Arts & Entertainment Venue Operations, Business Law for Arts & Entertainment, and Economics of Arts & Entertainment. They will travel to arts and entertainment venues throughout the region, participate in internships and other “learning beyond the classroom” activities, and will have opportunities to study abroad.

Learn more at www.wne.edu/business.



College of **Business**

WESTERN NEW ENGLAND UNIVERSITY | **WNE**

1215 Wilbraham Road
Springfield, MA 01119-2684

ADDRESS SERVICE REQUESTED



AACSB International Accreditation
Western New England University
College of Business is among less
than 5% of business schools world-
wide to hold this accreditation.

Non-Profit
Organization
U.S. POSTAGE
PAID
Springfield, MA
PERMIT NO. 896

INSIGHT WESTERN NEW ENGLAND UNIVERSITY COLLEGE OF BUSINESS

Faculty from Law, Science, and Engineering Join College of Business for Discussion of Concussion Crisis in Sports

The lasting impact of sport-related concussions has been making headlines in 2011. The man who helped bring this issue to national and international prominence spoke and was honored at a Leadership Forum presented by the College of Business in February. Chris Nowinski, president, CEO, and cofounder of the Sport Legacy Institute, discussed "The Concussion Crisis: How One Leader Can Make A Difference."

Nowinski created the Sport Legacy Institute with the hope of one day solving the concussion crisis in sports. Having been a standout defensive tackle for Harvard and a promising WWE wrestler, Nowinski was no stranger to concussions. It was as a result of a series of concussions that led to Nowinski retiring in 2003. He is currently completing a PhD in Neuroscience at Boston University.

The 2011 Leadership Forum was cosponsored by Northwestern Mutual Financial Network, Baystate Health, and the Western New England Department of Athletics.

The Leadership Forum featured a cross-disciplinary poster session drawing on faculty experts in business, psychology, neuroscience, law, biomedical engineering, and athletic training. Topics presented included "Preventing Head Injury and Concussions in School and College Sports: A Legal Approach," "Assessing Concussions," "The Concussion Issue and Collective Bargaining: A Challenge for the NFL," "Athletes and Athletic Training: Navigating the Concussion Issue," and "Helmets and Sports Concussions."



Chris Nowinski

For more news or to learn about upcoming events, visit www.wne.edu/business.