

KETNER SCHOOL OF BUSINESS THUNDER REPORT

SPRING 2011

WRITTEN AND
PUBLISHED BY
THE MEMBERS
OF THE
PUBLICATIONS
AND
PRESENTATIONS
CLASS (ENT493)



INSIDE THIS ISSUE:

| | |
|-----------------------|---|
| Chairs Messages | 1 |
| ACBSP | 2 |
| Delta Mu Delta | 2 |
| Graduates | 2 |
| Major Tidbits | 3 |
| Community Projects | 4 |
| Social Media Projects | 4 |

MESSAGE FROM DR. SHIPLEY, CHAIR OF BUSINESS ADMINISTRATION

Many great things are happening in the Ketner School of Business. First of all, we are very pleased to announce that our first ACBSP Quality Assurance Report has been accepted for continuing accreditation. We continue to use the accreditation process to implement a variety of assessment tools to evaluate the quality of our curriculum and programs. Our Major Field Test scores are on a positive trend and we continue to update our curriculum and course offerings as needs are identified by our assessment data.

The KSB Lecture Series also continues this semester following a hugely successful fall series. Last semester, we hosted business leaders from the Fort Wayne Mad Ants, Spangler Candy Co., and the South Bend Silverhawks.

Tom Henry, mayor of Fort Wayne was one of the KSB Lecture Series speakers this semester. Henry discussed the importance of political and business partnerships for economic development. He spoke on

◆ **Thursday, Feb 17, at 7p.m. in Fabiani Theatre**

Our next speaker will be Shira Pacult of Futures Investments of Fremont on

◆ **Thursday, March 17, at 7p.m. in Fabiani Theatre**

All Trine students, faculty, staff, and the public are welcome and encouraged to attend. We hope to see you there.

MESSAGE FROM PROFESSOR MADDOCK, CHAIR OF SPORT MANAGEMENT AND EXERCISE SCIENCE

As we enter the year 2011, Trine University's Department of Sport Management and Exercise Science continues to grow. Our three degree programs, a BSBA in Sport Management, a BSBA in Golf Management, and a Bachelor of Science in Exercise Science reflect society's relationship between sports and business.

In Golf Management, our facilities have always made a difference. Zollner Golf Course, the driving range, an indoor golf lab,

and our newly added golf simulator help make our program special.

It also shows how technology is changing our lives. To think that on a winter day in Indiana you can see yourself on a fairway in Pebble Beach, Calif., hitting a golf ball is a sign of our times.

The new Exercise Science Lab began operation with a very successful open house in January.

Students in the exercise science program are sponsoring three workshops this semester. The dates

and topics of these workshops are as follows.

There is no cost for the and they are open to the public. All workshops are held from 11:30am to 12:00pm in the Ford building on the Trine campus.

- ◆ Balance (February 16, 2011)
- ◆ Flexibility (March 23, 2011)
- ◆ Strength (April 13, 2011)



ACBSP ACCREDITATION

The Ketner School of Business (KSB) is proud to acknowledge its affiliation with the Accreditation Council for Business Schools and Programs (ACBSP).

ACBSP is a global leader that enhances the quality of business schools and programs focused on teaching excellence. Universities, such as Trine, pursue ACBSP accreditation because it develops, promotes and recognizes best practices among universities across the country. These best practices,

which are shared among ACBSP members, enable institutions to continually improve their business education programs.

ACBSP membership includes only 413 colleges nationally. There are so few institutions accredited by ACBSP because of the rigor associated with the process.

The pursuit of accreditation enhances the ability to serve students by ensuring focus on quality performance.

All KSB BSBA programs

are now accredited and this is an advantage to students because of:

- Scholarship opportunities
- Requirements for admittance into many graduate schools
- Resume enhancements it provides
- Increased job placement rates
- Conference events available to students of accredited institutions



DELTA MU DELTA

Delta Mu Delta is a business honor society that recognizes and encourages academic excellence at certain colleges and universities. Professor Bill Lipman, faculty adviser for the organization, explained how becoming a member of Delta Mu Delta is an honor that displays students' intelligence and rewards achievement.

Benefits of being a Delta Mu Delta member including: lifetime recognition for outstanding academic achievement, networking opportunities, scholarship programs, acknowledgment for federal employment, business and professional affiliations.

Also because of Trine's ACBSP accreditation, stu-

dents are eligible for additional scholarships as a special incentive for Delta Mu Delta members. Delta Mu Delta is a proud member of the Association of College Honor Societies, which is nationally recognized.



CONGRATULATIONS 2011 GRADUATES

Trine University's Ketner School of Business salutes its 2011 graduates. Whether you were from the Department of Business Administration or from the Department of Sports Management and Exercise Science, the class of 2011 has exemplified flexibility, teamwork, and leadership.

Some of the many

changes in the four years seniors have been at Trine are: three-time MIAA championship football team, new University Center, new indoor track facility, and state-of-the-art housing, just to name a few.

The business school has also seen many changes of its own, including becoming ACBSP accredited,

the addition of new full-time faculty members, and the addition of Entrepreneurship and Business Administration majors.

Congratulations to the graduating class of 2011. The Ketner School of Business wishes every one of you the very best in your future endeavors.

ACCOUNTING MAJOR TIDBITS

Professor Diane Wallinger is now certified to teach QuickBooks software. This is a wonderful opportunity for Trine students and local business owners because 85 percent of businesses use QuickBooks for accounting.

There will be an advanced QuickBooks application DVD series available in the Trine library. Students and local businesses can take advantage of this software to benefit both business ventures and themselves.

ENTREPRENEURSHIP MAJOR TIDBITS

Recent work done to the Entrepreneurship Minor connects it more strongly to the Allen School of Engineering.

After hard work from Dr. Shipley of the School of business and Dr. Trusty of the Design Engineering

Technology department, the minor seems to be more meaningful for those pursuing it. The changes provide the school of business more credibility, and the engineering school accessibility.

FINANCE MAJOR TIDBITS

Professor Scott Fergusson is teaching a new Entrepreneurship and Venture Planning class. In this course, students are learning about completing a business plan and presenting their ideas to venture capitalists in an attempt to gain funds to execute their plans. Stu-

dents are pursuing several business ideas in the class. Two of the ideas, WUO Wear and underthebucket.com, are already active businesses, and they are seeking funds to expand. The hope is that this class will help them achieve their goals.

MANAGEMENT MAJOR TIDBITS

A new course on ethics presents current and relevant topical situations for students to evaluate and discuss from moral and ethical standpoints. This class enables students to think about the world around them and what they would do if they were put in similar situations.

Another change this year is the management capstone project. In a continuous effort to provide a challenging and valuable learning experience, the financial analysis portion has been expanded. There is also a focus on one industry and three companies.

MARKETING MAJOR TIDBITS

The marketing program is expanding course offerings. This wonderful opportunity for marketing majors will give students an array of classes to choose from. The marketing program also is working with local businesses to assist with their marketing ef-

forts, which gives the students real-world experience. In addition Trine, is also forming a chapter of the American Marketing Association. This will provide students with more resources during their college careers.

GOLF MANAGEMENT MAJOR TIDBITS

The golf management program has a new golf simulator in Hershey Hall, which was donated by alumnus Steve LaHood. A league plays every Tuesday and Thursday, and the competitors get to play famous courses from

around the world on the simulator. Golf management students conducted an experiment on February 14-18th to test technological advancement in golf clubs over the last 50 years.

SPORT MANAGEMENT MAJOR TIDBITS

One of the strong facets of the sport management program is the internship experience that is required. All sport management majors must complete an internship for a sport related business.

In the past few years, in-

terns have worked for:

- ◆ Indianapolis Motor Speedway
- ◆ Fort Wayne Tin Caps
- ◆ South Bend Silver Hawks
- ◆ Indiana Pacers
- ◆ Charlotte Bobcats
- ◆ Fort Wayne Mad Ants

EXERCISE SCIENCE MAJOR TIDBITS

The exercise science program recently held a Wellness Lab open house that tested things such as body composition, blood pressure and target heart rate. Dr. Cathy Swick indicated that there are three workshops coming soon. They include topics such as

balance, flexibility and strength. Prior to the workshops, the students will learn exercise leadership skills to teach the workshops. The program is growing due to public concerns about health, bringing more students to Trine each year.

TRINE UNIVERSITY

1 University Avenue
Angola, Indiana 46703
Phone: 260-665-4100
Toll Free: 800-347-4878
Web: www.trine.edu

“Control your own destiny or someone else will.”

Jack Welch

COMMUNITY CLASS PROJECTS

Community class projects are a big part of the Ketner School of Business because they provide students with experiential learning and also benefit the community.

Three major projects that are currently in process include BioAdvantek, Shape-Up Steuben, and a marketing initiative for the City of Angola.

BioAdvantek is a business located in Angola that specializes in antimicrobial products. A group of students are helping the founders write a marketing plan. A key breakthrough that the group initiated was the use of the product

to keep the nationally ranked Trine wrestlers from having breakouts of infections. Trine Wrestling will implement the new technology this spring on their wrestling mats.

Shape-Up Steuben is a program that is designed to help Steuben County residents get in shape and become a healthier community. The organization gave Ketner students the opportunity to design and produce a logo. This logo along with a corresponding website will be key components for the marketing of the initiative.

The third project involves students helping the City

of Angola market their services to the community. Marketing research is currently underway and a marketing plan will be proposed by the class as well.

Each project allows KSB students to gain real-world experience. These community projects are also a great resource to add to a student's portfolio. This is helpful when their job search begins where they can have real-world experience to discuss during an interview.

SOCIAL MEDIA PROJECTS

During the fall 2010 semester a social media class was offered at Trine. All new KSB students will have this course, the primary objective is to learn how to effectively use social media for business.

With advances in technology, it is imperative that students learn how to market companies through the social media mode of marketing.

The class was structured for students to assist community organizations to improve their social media presence. Dr. Randi Barr coordinated these efforts.

Some of the organizations

that were involved included: Pokagon State Park, Rise Inc., Steuben County Community Foundation and Mike Thomas & Associates.

The students who worked with Pokagon State Park developed a “how-to” video about Twitter so the park can optimize their Twitter account.

The group that worked with Mike Thomas Associates created Facebook, Twitter and YouTube pages.

The group that worked with Rise Inc. created Facebook, Twitter, and LinkedIn pages as well as

initiated a blog.

This semester, the organizations that are participating include: YMCA of Steuben County, Statewide Food Equipment Distributer Inc., Diskey Architectural Signage, Richwood Speech Therapy and Summit Equestrian Center.

It will be another exciting semester and these organizations are looking forward to the lessons they will learn from the students.