

LORAS MEANS BUSINESS

Division of Business and Economics Newsletter



Hello Duhawk's!

Greetings from the beautiful Loras hills! Students and faculty are enjoying the wonderful fall. We were glad to see many of you back on campus for Homecoming and invite you to visit us often.

Just as many of us celebrated the Baseball World Series Championship (Go Cubs Go!), we at Loras are also celebrating our students' national championship at the Aspire Group Case Study Bowl at the Sport Marketing Association annual conference on Nov. 3, 2016! Our student team of Dannon Anderson (Nevada, IA), Aaron Broege (Waukesha, WI), Jessica Dickhut (Appleton, WI), Zach Roberts (Perry, IA), and Megan Tews (Plainfield, IL) had less than 48 hours to prepare a thoroughly researched 20-minute presentation of the case, "Packing the House for the NCAA Women's Basketball Final Four." Loras has won the SMA championship five times, including an unprecedented four years in a row! Congratulations to the students and Dr. Matt Garrett on an outstanding achievement!

In another competition, Dr. Dale Lehman's Applied Analytics students are participating in the SPRINT Data Analysis Challenge. In this competition, the students will analyze the dataset underlying a SPRINT article on blood pressure treatments published in The New England Journal of Medicine to identify a novel scientific or clinical finding to advance medical science. We believe these learning opportunities are invaluable for our students.

A major initiative in the Division of Business & Economics at Loras is to integrate data analytics and Catholic Intellectual Thought into our coursework. Students are challenged to understand how to ethically use data in making business decisions. Data analytics will impact professionals in many fields (business, communication, education, humanities, natural sciences, and social sciences, to name a few). Our goal is to lead in business analytics education.

We offer the following credit programs for our students:

- Business Analytics undergraduate major*
- Analytics minor open to all majors on campus*
- 3+2 MBA in Business Analytics*
- Executive MBA in Business Analytics*

This Loras Means Business newsletter features articles on Dr. Matt Garrett, the value of internships, Homecoming panels, analytics update, our newest faculty member Dr. Liz Breitbach, and student club news. Enjoy!

Karen Sturm, Chair

Are you LinkedIn?

If you are a member on LinkedIn, join the group [Loras Means Business](#) to share news with fellow Loras alums.



Faculty Focus: Dr. Matt Garrett, Sport Management

by: Brennan Pivnicka ('18), Creative Writing and Marketing major (Woodstock, Ill.)

Professor Matthew Garrett, graduate of Millikin University and previously employed at Blackburn College, has entered his twelfth year as a proud member of the Loras faculty. During that time, his favorite classes to teach have been Sport Law and the J-term Sports Business class. The latter includes spending a week in St. Louis to confer with professional sports representatives, which Garrett feels helps lock in the class material for

the benefit of the students involved.

Garrett's fondest memories of teaching at Loras have been the highlight of truly watching his students grow, both in their subjects and their lives. He's also proud of the fact that his sport management students have won ten national championships over the years.

"It's been impactful, the opportunity to work with such great staff and such great students," says Garrett. "We've really built a family network, and I don't know that it can be replicated quite the same anywhere else."



Dr. Matt Garrett

The Value of Internships

By: Brittany Miller ('17), business analytics major (Waseca, Minnesota)

Over the past three years I have had internship experiences at a few very different companies. After my first year at Loras, I interned with a small agricultural sales firm in Clear Lake, Iowa, Titan Pro SCI, as their business intern. During my sophomore year I worked in East Dubuque, Illinois, at Crescent Electric Supply Company as a data analyst intern within their business intelligence department. The summer between my second and third year at Loras, I worked as an intern in the IT department at 3M Company in Maplewood, Minnesota. Though very different, I found each of these experiences to be beneficial to my long term career goals and professional development.

When I started with Titan Pro, I hadn't had much experience regarding the business world. I had only taken a couple classes related to my major, so it was a brand new experience for me. Looking back, I recognize how important this first internship was for me because it exposed me to business operations and allowed me to begin building my professional network. Growing up on a farm in rural Minnesota, I was no stranger to agriculture, but this internship allowed me to see the ag industry from a new perspective and how concepts from class could be applied.

At Crescent Electric, I had a bit more conceptual

business knowledge and understanding, and I was able to start working on my technical skills and how I could apply my business analytics major to my job. Because I was taking classes and interning at the same time, I often saw overlaps in my academics and work. I worked with Crescent through my sophomore year which allowed me to spend more time on specific projects and gain a deeper understanding of the business, while also building my brand as an employee. One difference between my first two experiences was the size and development of each of the respective businesses. Titan Pro was smaller and still developing, whereas Crescent has been around for over 100 years and has more specific departments allowing me to focus more on business intelligence rather than business as a whole.

My most recent internship was with the global manufacturing company, 3M. One significant difference here for me was that I was not *the* intern, but I was *one of* the interns in their structured and developed intern program. I was not only a part of the IT department, but I was within an even deeper concentration, data archiving. At 3M I was able to network with other interns and business professionals on a new scale. As a large company, 3M has many departments that I was able to learn about, while gaining in-depth knowledge about my own role and

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Homecoming panels

Nearly 40 alumni from various disciplines came back to campus to share their experiences and insights with over 100 current Duhawks.

Thank you to the alumni panelists who took the time to speak to our students.



The Value of Internships, cont.

department. I gained exposure to business analytics applied to manufacturing, information technology, and challenges faced by a global corporation. The most valuable take away from this experience was the importance of networking with the people around me. Connecting with those people allowed me to learn more about the company, the industry, business intelligence, information technology, and the role I could play in each of these.

Tying each of these experiences together allowed me to narrow down what I truly want out of a career post college. With experiences so different from one another, it also showed me all the other things I want to be a part of and learn about in the business world. I have been able to apply my major and coursework to three different industries and business sizes and realize the opportunities there are in the world for me to continue applying things I've learned. At each internship I was able to utilize skill sets and professional ideas from my past in order to make the most of that experience. Moving forward I will continue to leverage all of the concepts from both my internship and academic experiences to become a successful businesswoman wherever I may be.

Jennie Weber joined Loras in August as the academic internship coordinator in the Center for Experiential Learning. "I'm excited about being part of helping students move from their academic career to their professional career," she explained. "I see my role as helping students bridge their passions and talents with internships that let them explore those things."



Weber came to Loras from the YMCA Reach and Rise Mentoring program, where she served as director. Prior to that role, she served as a licensed school counselor at St. Columbille Elementary School for 15 years.

She intends to streamline the internship program for student ease, expand internship opportunities for students and develop new support opportunities to allow more students to take advantage of internships.

To talk with Jennie about potential internship opportunities with your company or partnerships to expand student internships, call 563.588.7155.

Analytics Updates

Twenty-five students made up the fourth cohort of MBA graduates at Loras last May. The MBA class of 2016 was made up of professionals from financial services, construction, healthcare and education.

Loras' continued focus on the growing field of analytics has spawned four educational programs and a yearly symposium focused on increasing analytics knowledge and application in the business world.

The annual Loras College Business Analytics Symposium is coming up on April 6 at the Grand River Center in Dubuque. The day-long event is filled with regionally and nationally known analytics experts and networking opportunities for professionals to learn how they can put data to work in making relevant business decisions at their organizations. Registration and more details will be available soon at loras.edu/bigdata.

"What I learned in the Loras MBA program has benefited me tremendously. Having analytics knowledge has opened doors and started dialog that will benefit my career and my company as a whole. The curriculum takes the student on an analytics journey that starts with the ethical collections of data, teaches you how to see meaningful patterns in data, to analyze the data to derive value, to properly display the data in a manner that is easily understood, and how to communicate rather complex methods in a way that is easily understood to facilitate change."



Daniel A. Buchenau,
CRC @ manager,
Retail Sales Retirement
Security Education

Upcoming Dates:

Graduate Lunch & Learn sessions
@Einstein Bros. Bagels, corner of Loras Blvd. and Loras Pkwy. Open to anyone wishing to learn more about graduate learning at Loras.

November 3
November 17
December 8
December 22
January 12
January 26
February 9
February 23

Online Business Analytics 10-week Certificate start date

January 30

Annual Analytics Symposium

April 6 @ The Grand River Center, Dubuque

Analytics Club:

@Eagle Point Software, 1st
Wednesday of each month at 5:00 p.m.
Anyone interested in discussing analytics applied to business decisions is welcome.

MBA start dates

September 2017 or
November 2017

Welcome New Faculty

by: Brennan Pivnicka ('18), Creative Writing and Marketing major (Woodstock, Ill.)



This semester, Loras College has welcomed Dr. Liz Breitbach as a member of the teaching community. Breitbach, who is originally from the Dubuque area, received her undergraduate degree from neighboring Clarke

University in 2008, before going on to earn her Ph.D. from the University of Nebraska in 2013. Before coming to Loras, she taught for three years at the University of South Carolina. Breitbach also spent some time working at the local American Trust & Savings Bank.

Breitbach's interest in finance stems from a fascination she's always had with the field of business, particularly regarding numbers and the "math-side" of things. Having come from the atmosphere of a larger school, Breitbach has expressed great satisfaction with the way that the Loras College campus works. She enjoys the more one-on-one teaching relationships she can maintain with her students and likes how active the school community is.

Breitbach is teaching Managerial Finance, Financial Institutions, and Personal Financial Planning.

Club News

By: Brennan Pivnicka ('18), Creative Writing and Marketing major (Woodstock, Ill.)

Phi Beta Lambda's (PBL) mission is to bring business and education together in a positive working relationship through innovative leadership and career development programs.

PBL is off to a good start this year. Our speaker series has included the MBA Alumni Panel during Homecoming and the Ludovissy and Associates Insurance presentation Wednesday, October 19th, during Common Time. Both events were well attended. Several PBL members will be attending the National Fall Leadership Conference in Milwaukee this month. Plans are underway to participate at the State Leadership Conference next spring. PBL members will compete in events testing their business knowledge and skills. We expect Duhawks to make a strong showing.



PBL recruits at CampusFest

Officers: President—**Maddi Theisen**; Vice President—**Lauren Czesinski**; Treasurer—**Danielle Jackson**

Economics Club recently hosted the Economics Alumni Homecoming Panel, and also regularly hosts Econ Study tables that provide help to Principles students and an environment in which people with interests in economics can mingle.

Officers: President—**Jenna Walleser**; Vice President—**Konor Murtagh**; Secretary/Treasury—**Regan Wolverton**

Investments Club is currently operating under PBL and hosts meetings to establish how to allocate the money within a portfolio on Wednesdays during common time. The club is also running a simulation with the University of Dubuque and Clarke University, with the winning team receiving \$1,000 from Dubuque Bank & Trust.

Officers: CEO—**Spencer Hall**; CIO—**Collin Long**; CMO —**Jenna Walleser/Kyle Hilburger**; CFO—**Jenna Walleser**; COO—**Brendan Doyle**

Sport Management Club participated in a fundraiser at the Chicago Speedway. The club also has a bigger, still-under-wraps activity that will be revealed in April.

Officers: President—**Megan Tews**; Vice President—**Maura Walsh**; Secretary—**Liam Kirwin**; Treasurer—**Dannon Anderson**