Another semester is fully underway and West Hall is once again bustling with activity as students and faculty engage in the transformation of students to successful graduates and onto successful careers outside of academia. As the chair of the business & economics department I want to challenge each and every one of our students to make the most of your time with us. I want each of you to at least consider making some of the following suggestions part of your daily lives:

- Get to know your faculty
- Use this time to learn and expand your horizons
- Join our clubs
- Attend our after hours lectures and events
- Find a mentor and use their skills
- Be a mentor to others
- Seek out advice from those who have been there
- Provide advice to those in need
- Challenge yourself—don’t just go along for the ride
- Work with your advisors to develop the best program to serve your needs
- Be a leader—not a follower
- View every problem as an opportunity and challenge, not a struggle
- Don’t just learn the steps—learn the process

Your faculty have extensive experience and all of us want you to succeed. Please use this time in school to your utmost advantage.

Sincerely, Dr. Ali Nazemi
For the first time, **BUAD 110 Business Communications** will be offered as a required freshman level business introduction course. For Fall 2014, ninety freshmen are enrolled into the 3 sections being taught by Professors Arnica Mulder, Greg Shaff, and Mike Hutkin. For many years, the business program has culminated in **BUAD 499 – Business Policy** which as the capstone business course tied all of the prior teaching s together to demonstrate the “connections”. The intent of this new course is to do the same but at the start of the student’s college program.

**Course Description**  This course is an introduction to the field of business with emphasis on business decision making through a focused computerized simulation project designed to integrate all the functional areas of business learned in the classroom. Students will gain an introductory knowledge of all the functional areas including, but not limited to economics, globalization, entrepreneurship, accounting, finance, marketing, information systems, business analytics and operation, organizational behavior, business law, and human resource management. In addition, students will be exposed to important issues relating to business management, leadership, professionalism and ethics.

**Course Objectives**  This course is intended to introduce students to the basic concepts, methods and practices of business. The combination of lecture, discussion, presentations by outside professional and hands-on simulation is designed to help students develop a deeper understanding of the business environment. The course also provides an opportunity for students to meet department faculty from various business disciplines early in their business education to foster a higher level of professional interaction. In addition, the interaction between students and senior business majors would reinforce the concepts learned and develop professionalism, team building and technological skills essential in any business setting.

**Intended Learning Outcomes**

By the end of this course, successful students will be able to:

- Understand basic business concepts as it relates to all functional areas of business.
- Understand the interconnectivity of functional areas of business.
- Apply knowledge gained to solve real world business problems.
- Integrate experiential learning by the use of a team based problem solving and simulation project to reinforce an understanding of business concepts learned in the course.
The marketing concentration is a cornerstone of the BUAD program working to provide students with the tools they need to succeed. Marketing is the functional area of business that generates revenue by closely examining and connecting with consumers. With an understanding of consumers' perceptions, motivations, knowledge, attitudes along with their sociological and cultural characteristics, marketers can appropriately design and create products, set prices and distribution strategies, and communicate the benefits their products offer. When these products are sold and customers are satisfied, marketing relationships are strengthened.

### Courses

**Required**
- BUAD 233 Marketing Management
- BUAD 343 Buyer Behavior
- BUAD 433 Marketing Research
- BUAD 493 Marketing Capstone

**Choose 2**
- BUAD 333 Global Marketing
- BUAD 338 e-Business
- BUAD 353 Sales and Sales Management
- BUAD 363 Promotion Management
- BUAD 416 Internship

### Marketing Characteristics
- People skills
- Creativity
- Energetic, competitive
- Problem solving abilities
- Aptitude for selling
- Leadership
- Strong work ethic
- Positive attitude

### Career Opportunities
- Advertising Account
- Executive/Sales Manager
- Director of Marketing
- Marketing Research Analyst
- Package Designer
- Pharmaceutical Sales Rep
- Purchasing Agent
- Securities Sales Agent
- Branch Manager
- Wholesaler/Distributor
- Public Relations
- Copywriter
- Product Manager
- Promotions Director
- Service Marketing Specialists
- Global Marketer
- Media Analyst/Sales
- Communications /Manager
- Media Buyer

### Current Marketing Concentrators

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<td>Adriana Alissi</td>
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<td>Set Bradley</td>
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<td>Kelsey Dever</td>
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<td>Morgan Routt</td>
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<td>Courtney Russell</td>
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Concentration Coordinators:
- Dr. Elisabeth Velazquez - Extension 2227
- Professor Hy Kutia - Extension 5236
- Dr. Ali Nazemi - Extension 2217

Roanoke College
Classic for Tomorrow®
Change is the law of life. And those who look only to the past or present are certain to miss the future.  

John F. Kennedy

WELCOME Dr. David Robertson - Dr. David Robertson is joining the BUAD faculty in fall 2014 in the tenure track position responsible for the RCIC (Roanoke College Innovation Challenge) program and teaching courses in organizational behavior. Previously, David was the founding Director for The Center for Leadership and Entrepreneurial Innovation (CLEI) where he served as the primary architect for a Business Leadership concentration. As the Director of CLEI he oversaw an 8 week intensive summer internship program called Innovation Challenge and taught a wide array of courses including Organizational Behavior, Business Leadership, Team Dynamics, Sales Management, and Advertising and Promotions. David is a Senior Partner at Robertson Marketing which is a national promotional marketing firm headquartered in Salem, Virginia with over 140 workers located throughout the country. He is a 1989 graduate of Roanoke College and holds a PhD from Virginia Tech in Career and Technical Education with an emphasis in Training and Development.

BEST WISHES Dr. Julie Lyon - Dr. Julie Lyon joined the department in August 2007. During her tenure she rose to associate professor of business administration and director of student faculty research. Responsibilities included teaching Organizational Behavior and a freshman seminar on Women and Leadership. She directed all of the undergraduate research initiatives for the College, including the Summer Scholars program, the Undergraduate Research Assistants Program, the Work-Study Research Assistants program, and the Dean's Travel Award, which funds students to present at professional conferences. She also administered the budget, maintained the website, the social media sites, and the blog. She also served as a councilor in the Undergraduate Research Program Directors (URPD) division of the Council on Undergraduate Research (CUR).

Dr. Lyon has joined the GOOGLE corporation in Mountain view, California as Learning Evaluation Program Manager. Best wishes Julie.

CONGRATULATIONS Prof. Sharon Gibbs - Professor Sharon Gibbs with assume the role of Associate Department chairperson in Fall 2014 taking over for Professor Michael Hutkin. In this role, Professor Gibbs will work hand in hand with Dr. Nazemi to lead the department in the coming years. She will provide critical support for various scheduling, recruiting, and administrative duties.
The Center for Leadership and Entrepreneurial Innovation (CLEI) has exciting plans to expand its entrepreneurial offerings for students at Roanoke College. In addition to the already popular and successful Roanoke College Innovation Challenge (RCIC) intensive 7 week summer internship program, CLEI is developing the following new enhancements:

1. The development of a speaker series focused on a wide host of entrepreneurial topics ranging from women in entrepreneurship to entrepreneurship through adversity is presently in the works. This series will be open to all students, alumni, faculty and staff. Invited speakers will share their unique stories and the pathways they followed that ultimately led them to the creation of their businesses.

2. The creation of an academic concentration in “Entrepreneurship”. This new concentration, once fully developed, will be open to all majors at Roanoke College. It is targeted to launch for the 2015/2016 academic year.

3. CLEI is in the process of establishing a Roanoke College chapter of the Collegiate Entrepreneurs Organization (CEO) which is a student led club geared toward individuals interested in entrepreneurship. CEO has 230 chapters at colleges and universities across North America.

4. CLEI is developing a business idea contest called “The Pitch” that will allow aspiring student entrepreneurs the opportunity to develop business concepts for the purposes of “pitching” their ideas to a panel of outside reviewers and potential investors. The concept judged to be the “best” will win seed money to help with the initial start-up costs for the business.

5. CLEI is seeking to establish an honorary position named the Distinguished Entrepreneur. This individual would be recognized by Roanoke College for their entrepreneurial success and he or she will serve as a speaker and mentor for one academic year and be assessable to students who are interested in following their entrepreneurial dreams.

6. CLEI will seek a host of engagement opportunities (e.g., assisting business in marketing strategies) with local business owners in the Roanoke and New River Valley regions. Additionally, CLEI plans to develop a team of student volunteers called the “Main Street Maroons” to help assist small main street businesses on select projects approved by the center director.

7. The Center will also have scheduled times called “Sound Board Sessions” where students can meet with the center Director to vet possible business concepts.

The plan is to have all these new offerings fully operational by the start of the 2015-2016 academic year.

If you have any questions about CLEI, please contact the center Director, David Robertson at robertson@roanoke.edu or via cell at 540-529-8797/
INTERNSHIP PROFILE

Laurel Morrison
Class of 2015
Business Administration
Marketing, Global Business

Anyone that has gone on a job interview or created a resume has faced the question—”what is your work-related experience”. If you are leaving one job and searching for another this is easy to address. If you are a student graduating from college this may be difficult to answer. A history of waiting tables alone is difficult to promote as experience when applying for a position in the corporate world. This is where internships prove to be valuable. Laurel Morrison was recently interviewed to discuss her recent internship.

Where she worked
Robertson Marketing as a creative merchandising intern

What she did
My position required a balance of creativity and organization. One of my responsibilities was to come up with concepts and products to suggest to the clients or to fulfill requested products. This involved searching through bundles of vendors to find the perfect product to satisfy the clients’ needs. I was also tasked with creating power points, quote sheets, and sorting through contracts.

The challenges she faced
My biggest challenge was waking up early! I struggled with this over the summer, but now I can’t sleep in. In 3 short months, I feel like I became an adult. I went from despising the bitter taste of coffee to relying on it. I traded in my sweatpants for pantyhose and a suit, and can officially walk in heels. This internship has morphed my college self into a person ready to embrace the real world.

What she learned
I gained a better understanding of the marketing world through real world experience. Additionally I utilized what I have learned in the classroom and apply it to a real world situation, which prepared me for when I enter the work force after college.

How she saw the opportunity
I gained real-world experience that I could never possibly receive in a classroom! Although my education helped create a platform for assignments I was task with. I would highly recommend internships, especially Robertson Marketing, to any student.

How she thinks it helped her career wise
This experience provided the unique opportunity to learn more about marketing as a career, how to communicate with customers, build connections and enhance my education.
What is a mentor? How and where do you find one? What does it do for you? Do I need one?

By now you have heard the term and probably pass it off as something you can worry about later. Well “later” is when you need to be a mentor. “Now” you need to have one.

Did you know that Mentor was actually a character in the Odyssey. In the story you find that Mentor was a friend of Odysseus entrusted with the education of Odysseus’ son Telemachus and as such imparted advice during difficult times. This relationship has been passed down to today defining a mentor as someone who is a trusted counsellor or guide.

There is no job description titled “mentor” I am afraid. You cannot find the “mentor” department in the college directory or in the corporate catalog. So if there is no “mentor” department, where do they reside? If there is no one with the title “mentor” where are they located? How do I recognize one? Fortunately there are people who have 2 primary traits that come to my mind: experience and they gain satisfaction from helping others avoid the pitfalls, roadblocks, and challenges that they once faced in their journeys through college, career, and life.

What you need to look for are role models. Seek out people who are what you want to be like. People who you see yourself being in 5 years, 10 years, or later. People who succeed. People with the right attitude. People who get things done. People who look for challenges, face them squarely, and solve the problems with equity, dignity, and humility.

When you find qualified people who meet these criteria you do not run up and request they be your mentor. It is not something you sign people up to do. It is not a job. What you need to do is to establish a relationship.

The spark that will light the fire is in the form of interest. If you show interest most people with experience are more than happy to share their story. They will be thrilled to impart wisdom. The fuel that keeps this going is enthusiasm. Show interest, be enthusiastic, and above all listen.

In my career I have had a few people who I consider to be mentors. My relationship with them evolved and what I learned is not in any textbook or job training manual. These were people who showed me the way and to this day I am indebted to them for their consideration. I sought out people who I wanted to be like. I asked them questions. I listened. I incorporated their methods into my own. The more I listened and worked to emulate their ideals, the more they offered. A bond gets developed. Only with reflection do you realize who were your mentors and only later in life do you realize their influence.

The business program is helping by connecting students with alumni that are actively within their career phases. You can talk with them—you can work with them—you can learn from them. Make sure you seize the opportunity. We have placed upper class students into the BUAD110 classes to act as mentors to the freshman students.

For me it is my turn. There are some who ask me a question, I provide an answer, and they depart never to be seen again. With others the questioning and answering goes deeper and bonds get established. They come back for more. They show interest. I become more interested in helping them. The process becomes continuing.

It is never too soon to start. Think about it.
“For the fourth consecutive year, The Princeton Review has named Roanoke College one of the best colleges in the United States.

Also, for the fourth year, The Princeton Review lists Roanoke among the nation's great schools for students who major in business/finance and computer science/computer engineering”

http://roanoke.edu/News_and_Events/News_Archive/Princeton_Review_2015_.htm

MAY 2014
- 76 BUAD graduates
- 9 Cum Laude
- 3 Magna Cum Laude
- 1 Summa Cum Laude

Concentrators
- 20 Marketing
- 13 Finance
- 9 Accounting
- 3 Global Business
- 1 Business Information
- 1 Human Resource Mgmt
- 1 Health Care Admin
Hello Roanoke College, I’m Andee Gardiner. I am a 2013 RC graduate in Business Administration and have since become a business development professional and entrepreneur within the technology sector. Upon graduation, I moved to Washington DC where I worked as an Account Manager for a consulting firm and for a brief time at LivingSocial’s headquarters as a Marketing Specialist. After a year in DC, I visited Silicon Valley for a technology startup conference with the company I was working for at the time. During the conference, I was approached with multiple opportunities to relocate to California, one of which I couldn’t turn down. Over the last few months of living in the Valley, I have been working as a Client Partner for a Startup Accelerator and Product Engineering firm based out of San Jose, partnering with my clients and acting as a liaison during projects between the engineers and C-level executives across my designated accounts. I am dedicated to managing these relationships in order to maintain successful communication among technical and non-technical team members. Along with project management, I’m responsible for marketing communications and business development initiatives.

Meanwhile, I have been working on a venture of my own and am currently in the initial stages of obtaining seed funding for a stealth startup in the social space. Acting as the Founder and CEO has been an incredible journey thus far and I’m looking forward to a 2015 launch. It’s all about connecting the dots. Today, we’re more connected than ever and in a world where social distractions have become the norm, it’s crucial to leverage and make these connections purposeful. This platform allows the future generation of thinkers and leaders to connect with and ask questions of the innovators transforming almost every industry today.

Hola Roanoke College. I am Jose Muñoz, a 2008 business administration major. After graduation I began working for a global Mexican company Metalsa in Roanoke. Metalsa supplies the steel chassis to Volvo/Mack, Kenworth, Blue Bird, and Thomas Bus in the continental USA, including some international shipments. My first task as an employee of Metalsa was to set up process control for the Materials department such as cycle counts and other material process controls that helped the company eliminate obsolete material and other forms of waste. After nine months I was promoted to the Master Material/Scheduler Planner position in which I was placed in charge of the steel forecasting and the plant production. Within my new responsibilities problem solving became a way of life. One of the many books I decided to keep and not sell back during my college life was the POM book. In regards to forecasting and finding methods that could help me implement lean management within the material planning the POM book came in very handy with is theories and applications. Today I can say that our materials department runs very lean in regards to raw material planning due to the process controls that I set in motion. Thanks POM...

My material planning/supply chain knowledge led to a different career path within Metalsa that occurred just this past November, 2013. A new position opened for the Procurement Sourcing/MRO Coordinator—in other words Purchasing Coordinator. My experience and process control capabilities made me a great candidate for the purchasing position which I hold today. My new and biggest task is contract negotiation with any supplier or vendor that provides services or parts to Metalsa. Process control is still part of my day to day responsibilities within MRO (Maintenance, Repair and Operations) in which I am responsible for 6,000 items. Making the move from Materials to Purchasing makes me feel that I am becoming complete within the supply chain industry. Now if you walk into my office you will find that I have my business law book next to the POM book. Who knew that keeping all of my business books would be the best decision I ever made. Now I look into the future waiting to see which book I open next!
In May 2014, under the supervision of Drs. Pamela Galluch and Julie Lyon, the Roanoke College Business Department offered 10 students with a unique opportunity to study abroad in Paris, France. The course provided students with a comprehensive understanding of promotions management while also absorbing the different cultures and customs within Paris. This course encouraged learning by examining works of art, business atmospheres, traditional media, and supporting media.

A main goal of the trip was to learn how to blend in. Many of the students had never traveled abroad before. Blending into a new culture can be difficult for people who have traveled extensively, let alone for people who have never been outside the states. From learning how to be quiet on the metro, wearing mostly black, walking in nice shoes over long distances while keeping the Parisian pace (quite fast), always greeting when entering a store, and always saying thank you; students learned that following simple customs helped increase not only safety but also French attitudes.

Our second goal was to change how students think and respond to difficult tasks. Being in France, students could not rely on technology like we often do in the states. Many of our projects required out-of-the-box thinking, while carefully responding with only a sketchbook and a pen. We sought to enhance creative thinking and pushed students out of their comfort zone on many assignments. One would think it would be easy in France to think creatively. For instance, we were able to view powerful pieces of art, such as the Mona Lisa in the Louvre or Van Gogh’s art in Musée d’Orsay. We were also able to breathe in the beautiful stained glass windows in Notre Dame and Sainte Chapelle. We were even able to tour the catacombs, where over 6 million bones lie neatly stacked. Our group was challenged to use these experiences and integrate them into their assignments.

Finally, we took a detailed look at French sales promotions, including business atmospheres and design, billboards in the métro, and advertisements in French magazines. We went into multiple shopping districts of Paris and saw a unique culture to each one. The students were amazed at the modern look of the business district, the artistic view of Montmartre, and the outrageous prices in the tourist district. Students were also amazed/horrified at how risqué advertisements were compared to American ads (i.e., Rihanna’s French advertisement has made international news).

Traveling abroad is becoming a critical component to a student’s learning experience. It teaches students how to behave out of their comfort zone, how to absorb, and mimic cultural habits, how to think creatively about problem solving, how to work independent of technology (in our case), and how to think about business in a new light. The business department hopes to keep these trips coming, with a new approval of a trip to China.
Strictly Business is written for Roanoke College students, alumni, and friends of the Business Department. We welcome you comments and feedback. Please contact the editor at mhutkin@roanoke.edu with any comments, feedback, or suggestions for future content.

The mission of the Roanoke College Business Administration program is to prepare academically and professionally well rounded students capable of continual independent learning and development in an ever changing global economy. The program focuses on the technical, theoretical, and practical components of a liberal arts curriculum. Students will be given multiple opportunities to practice and improve their writing, oral presentations, ethical reasoning, and critical thinking skills in order to be better prepared for a competitive job market. All will be implemented through a strong core course program to establish the fundamentals, selected concentrations to provide focus areas of interest, extensive experiential projects and programs to provide a connection to “real world” practice, and a broad set of global enrichment and international opportunities to prepare graduates for the global economy.