Updated curriculum to launch this fall

By Kelly Spillman

In order to better serve students and prepare them for the business world and graduate school, the Augustana Business Department has revised its business administration major requirements, effective beginning in the fall of 2007. Many of the new courses became available to students last spring.

The decision comes after a program review recognized the need to restructure the major to emphasize new emerging areas of business practices including the importance of business communications, ethics, and human resource management. The changes are also designed to allow students to formally emphasize study in various business areas, allowing them to differentiate themselves from other job applicants.

“Our overriding concern is how to attract and retain students interested in modern business who desire to pursue further graduate education or enter the employment market upon graduation,” Craig Anderson, department chair, says. “We believe that by reorganizing our business curriculum to address the concerns of today’s employers in a manner that ties our department more closely to our traditional liberal arts strengths and values, we are providing both the department and the college with a way to differentiate our program from other schools, leading to growth in our majors and our overall student body.”

“There are many students that want to get their MBA but do not want to leave Sioux Falls or Augustana,” Junior Valerie Anderson says. “I also think the program will be a success as many professionals in Sioux Falls want to further their education.”

Changes in the business department curriculum consist of the creation of 14 new courses. These courses include strategic management, operations management, human resource management, advanced finance, international finance, investment fundamentals, market research and consumer behavior, marketing promotions, personal selling and sales management, management and leadership for non-profits, not-for-profit accounting, organizational development, small business management, and entrepreneurial finance.

In addition, business ethics changes from an elective course to a course required for the business administration major, joining two new required courses: technology and business communications and human resource management. The current elective choices will be dropped and other courses adjusted slightly to lend the newly envisioned business major a 43-credit hour requirement.

“Business ethics is just as important as the principles courses, especially with recent events in the last few years,” Anderson says. “Every professor touches on the subject, but it will be very helpful to have a required course dedicated to ethics.”

To offset the removal of the elective courses in the major itself, five new special emphasis areas have been created for business majors, allowing students to augment their studies in management, finance, marketing, nonprofit management or entrepreneurship. These new emphasis areas also will appear on student transcripts.

“The new proposed courses and emphasis areas are a creative and flexible way to better prepare students for a changed and changing business world,” Dennis Larson, recently retired chair of the Social Science Division at Augustana, says. “The program should give our students a decisive competitive advantage.”
Students excel at regional, state competitions

Kelly Patnoe wins Governor’s Giant Vision Award

By Kelly Spillman

Creativity flourished this year in the Augustana business department as students became entrepreneurs and generated business plans for their products. Two students, Kelly Patnoe and Erik Gilbertson, developed plans that qualified them for the Governor’s Giant Vision Competition this spring, with Patnoe winning first place for her product idea.

Both students developed their plans in the Small Business Management class offered last fall at Augustana. According to instructor Shelly Gardner, ten individuals competed amongst each other at Augustana, before five finalists were recommended to the statewide competition, held at the Washington Pavilion.

The Governor’s Giant Vision Business Awards are hosted by the South Dakota Chamber of Commerce and Industry and are designed to benefit students, help them recognize entrepreneurial opportunities, and improve the state’s future.

Participants involved first were required to create useful and unique products. Patnoe’s winning idea was a hard case for a tennis racket, designed to transport rackets on airplanes. Patnoe said the idea came to her when she studied abroad in Rome and wasn’t allowed to take her racket with her. As a member of the Augustana tennis team, Patnoe was disappointed when she discovered that rackets are no longer allowed as a carry-on and her soft-sided case would not protect the racket from damage.

“I see a very viable market for it, and it is a completely new product,” she said. “The judges commented that they felt it was a pretty thorough plan.”

Gilbertson’s plan focused around the production of a specialized duck decoy. The new decoy would differ from the traditional because it would automatically wind its anchor line with a small lever. Gilbertson said the plan has been a work in process since the fall of 2005 and involved thorough research into the industry. While Gilbertson’s plan did not place in the top three, he believes that the process will benefit him in the future and he enjoyed having the opportunity to meet other entrepreneurs and see their ideas.

“The entire writing process causes you to analyze aspects of business operation with an entirely new level of detail,” he said. “Understanding and analyzing the details of business operation will be extremely important as I begin working in public accounting.”

Patnoe also enjoyed the experience and believes that the competition is a great tool to assist in the growth of the South Dakota economy by supporting the efforts of young adults. “It’s really a positive thing for young people because it’s good to see the state supporting economic growth and trying to keep us in the state,” she said. “[The competition] gave me perspective on everything that goes into a business.”

For her winning idea, the competition awarded Patnoe $5,000 with which she intends to pursue a patent for her product. She has also been meeting with potential investors who have shown interest in producing it. “[In business,] you need to find an industry you’re passionate about,” Patnoe said. “I think when you have a passion, that passion exudes itself in your project.”

Jordin Mueller earns top sales scholarship

Sophomore Jordin Mueller won $4,000 in the prestigious annual Sales and Marketing Executives scholarship competition in April. Jordin, who is from Chamberlain, beat out tough competition from SDSU and USD with her combination of academic excellence, essay about sales and marketing, and sales presentation. Her presentation revolved around a product she created specially for her grandparents called the Breath Blocker.

Augustana College students traditionally have a strong showing in this competition, but Jordin is only the second student to capture the top award as a sophomore. (Teresa Resch also won as a sophomore.) This means Jordin can compete as a junior and apply scholarship winnings to her senior year at Augie.
**Students explore options for new business organization**

For the past five years, Augustana business students have been active in an international organization called Students in Free Enterprise or SIFE. We have also had an Augustana organization named ABX for many years that has all but disbanded after Doug Nelson’s death. Several replacement organizations are under consideration, and a final decision will be made this fall. One organization, Pi Sigma Epsilon (PSE), is a top contender. PSE is the only national, co-ed, professional fraternal organization in sales, marketing, and management.

Founded in 1952 by three professors at Georgia State University and the founding president of Sales and Marketing Executives, International in Atlanta, Ga, Pi Sigma Epsilon has grown to be the premiere organization for motivated and dedicated students looking to maximize their college experience. PSE’s goal is to provide collegiate students with practical business experience while still in school through sales, sales projects, marketing, marketing research and community service projects. PSE has been chartered on over 137 campuses nationwide, and currently has 50 active chapters from Hawaii to New York. A bonus for local students is the support from the Sioux Falls chapter of Sales and Marketing Executives, which offer networking, monthly meetings, speakers and more. Stay tuned for an update!

**Faculty enjoy opportunities to expand horizons**

Accounting Assistant Professor **Kevin Buell** is working on his doctorate in business administration from Nova Southeastern University in Ft. Lauderdale, FL. NSU has over 23,500 students and is the largest independent institution of higher education in the Southeast. NSA awards bachelors, masters, educational specialist, doctoral and first-professional degrees in more than 80 disciplines. Kevin has completed his DBA coursework in the accounting specialty track and now is working on his dissertation. His topic is entitled “The Influence of Ethics Education on the Moral Development of Accounting Students” and is centered around the question: Does greater emphasis on ethics necessarily increase accounting students’ level of moral development? Additionally, Kevin must successfully complete a comprehensive exam and publish in a peer-reviewed journal before his degree will be conferred.

Marketing Assistant Professor **Jaciel Keltgen** is completing research for her latest paper, which she will present in December at the Economic & International Business Research Conference. Jaciel is triangulating information gathered from marketing students, clients and student-generated marketing plans to test her hypothesis that students at Christian liberal arts institutions such as Augustana College respond more readily to marketing problems facing non-profit organizations than they do for-profit businesses. Additionally, she has written a marketing plan for the department and is working with private clients to advance their marketing efforts.

Department Chair and Associate Professor **Craig Anderson** has spent his summer with his nose in 18 books. Seeking inspiration for his management courses and keeping up with management theories and practices is at the heart of Craig’s literary marathon. He also is crafting department documents required by Augie’s attention to assessment, as well as studying the advisability of adding an MBA program to curriculum offerings.

**Shelly Gardner,** Assistant Professor, spent two months teaching Principles of Management online. Shelly is experimenting with Augie’s new technology-enhancing tool, Moodle, as well as contributing to the college’s intentional effort to enhance traditional teaching methods. Shelly has also been preparing for her fall Capstone leadership course which she team-teaches with Education Assistant Professor Karen Mahan.

**Dr. Anne Oppegard,** Associate Professor, is continuing to manage the new BSAD website, which she recently redesigned and expanded. Students can now find many important documents, such as planning tools for the new curriculum, online. Please visit the website (www.augie.edu/dept/bsad) frequently to see what’s going on with students, alumni, faculty and curricular additions.

**Jason Harris,** Adjunct Professor, was hoping to spend a better part of his summer exploring the numerous golf courses in the area. However a flurry of U.S. Supreme Court Decisions in May and June changed his focus to more academic endeavors. In addition to keeping current on legal issues, Jason has spent the summer preparing for his fall Human Resource Management Course.
Senior Seminar students offer consulting services to local groups

Augustana Business Administration Seniors have long had the opportunity to enroll in a consulting course called Senior Seminar. This course has had a direct connection with the Small Business Administration in the past, and continues to offer students ‘real life’ opportunities to work in groups with clients on intense projects to solve a business problem.

This spring the class had three very interesting and diverse projects. One team had the opportunity to work with Lyon County, Iowa, to produce an economic development package for Inwood, Iowa. The results exceeded all expectations. The group produced an 81-page book that described a plethora of information about the community including soil conditions, history, community events, government structure, schools and other facts that a business considering that community may want to know. The group also produced a brochure and a DVD that will be used by the Director of Economic Development to entice companies to their community.

Another group worked with Lutherans Outdoors. They were given the task of identifying opportunities for a gift of land that was recently given to the organization. The group researched area competition and spent some time brainstorming the options for the future of this parcel of land.

All three groups worked diligently on their projects and turned in outstanding products that their clients could use. The department is always looking for clients to give our students opportunities to solve business problems.

The world is their oyster, er, lutefisk

Here is a look at a few alumni who have parlayed their business administration or accounting degrees into compelling occupations and graduate studies:

Julie Malmberg, ’03, is currently combining her journalism and business experience in a newly created role in the Department of Nike Archives (DNA) at the Nike World Headquarters in Beaverton, Oregon. As the content developer for DNA, Julie is charged with capturing and sharing Nike’s unique heritage. Her responsibilities include interviewing Nike’s most prominent employees and athletes, researching and writing about Nike’s legendary products and experiences, and presenting Nike’s “story” via campus displays, an internal website and off-site exhibits. Marketing and promoting DNA and its work to DNA’s primary audience, Nike employees, is also a major mission of Julie’s. Prior to joining Nike’s team, Julie obtained her MBA in sports marketing from the University of Oregon. You can reach her at Julie.Malmberg@nike.com.

Scott Karlson, ‘04, recently accepted a position with AstraZeneca. Scott will be selling pharmaceuticals in southwestern Minnesota and small portion of South Dakota and Iowa. For the time being, Scott and his wife Laurie are living in Spirit Lake, Iowa. Scott’s email address is scottkarlson65@yahoo.com.

Whitney Sutherland, ’00, works for S.C. Johnson as a senior retail analyst in the insect control business (Raid and OFF!) on the Wal-Mart sales team. She is also beginning the Managerial MBA program at the Sam Walton College of Business at University of Arkansas this summer. Whitney can be reached at WGSuther@scj.com.

Ryan Corcoran, ’06, has completed half of his master’s degree in management with an emphasis in conflict management at Hamline University and plans to begin law school this fall at William Mitchell. He’s currently taking courses in legal reasoning and writing as well as the American legal system. Ryan still uses his Augie email address: rcorcoran@ole.augie.edu.

Sarah Hellstrom, ’03, joined MartinWilliams in Minneapolis as a designer and art director in April. She’s working on the Pfizer and Syngenta accounts as well as helping out on some new business pitches. Sarah can be reached at 612-342-9760 or s.hellstrom@martinwilliams.com.