



LEWIS COLLEGE OF BUSINESS BRAD D. SMITH SCHOOLS OF BUSINESS MONDAY MORNING MEMO

February 14, 2022

Lewis College of Business Programs Ranked in U.S. News & World Report and Princeton Review

The Lewis College of Business has been ranked in the U.S. News & World Report 2022 Best Online Programs listing for its Online MBA and Online M.S. in Accountancy programs. It ranked #252-328 of the Best Online MBA Programs and #118 of the Best Online Master's in Business Programs (excluding MBA).

For the 2022 edition, U.S. News ranked online business programs using five categories including engagement, expert opinion, faculty credentials and training, student excellence, and student services and technologies. U.S. News selects factors, known as ranking indicators, to assess each program in these categories. A program's score for each ranking indicator is calculated using survey data from the program and from peer institutions.

See <https://www.usnews.com/education/online-education/marshall-university-OBUS0350/business> and <https://www.usnews.com/education/online-education/marshall-university-OBUS0350/mba> for the rankings.

The Lewis College of Business's Online MBA began in Spring 2018 and follows the same program of study as the college's well-ranked face-to-face MBA program. The Online M. S. in Accountancy began in Fall 2019 and is a flexible alternative to the face-to-face program for busy

professionals and for out-of-state students.

Princeton Review has ranked Marshall University's Lewis College of Business as one of 241 on-campus MBA programs for their 2022 Best Business Schools listing. The best on-campus MBA list is based on a combination of institutional and student survey data, including career outcomes, admissions selectivity, and academic rigor, among others.

See <https://www.princetonreview.com/business/marshall-university-lewis-college-business-1036166?ceid=best-business> for the Marshall listing.



Marshall Programs Approved by the Board of Governors

This past week the Marshall Board of Governors approved a program change for the College's MS in Health Informatics (HIN) program. The change includes decreasing the credit hours from 41 to 33 to make the program more competitive. The program also added a statistics course and a data warehouse course to help students gain the skills needed in a dynamic career and deleted some courses that had overlapping content to improve efficiencies. These changes will ultimately foster student success. Program Coordinator, Alberto Coustasse, and faculty members Kent Willis, John Biros, and Tracy Christofero were involved in developing these changes to the HIN program.

The Board of Governors also approved the new dual degree Doctor of Physical Therapy /MBA program offered by the College of Health Professions and the Lewis College of Business. The new dual degree will provide graduates with enhanced education and training to prepare them for healthcare related management/administration careers or business ownership as a private practitioner. Marc Sollosy, Director of the MBA program was integral in developing this synergistic offering.

The Lewis College of Business Meets with High School Students

Margie Phillips, Recruiting Director at the Lewis College of Business, and her recruiting GA, have been busy meeting with high school students this semester. On Wednesday, February 9th, they went to Huntington High to speak to Amy McElroy's Junior Honors Class. They presented to 20 students about the majors and minors at the College of Business and played trivia with the class. Afterwards, Mrs. McElroy sent an email stating, "The students really enjoyed you taking time to come and speak with them".

They also visited Lincoln County High School on Thursday, January 27th. They spoke with Courtney Frazier's Technology Class. They

presented to 26 students (Senior status) about the majors and minors at the College of Business. The students were very engaging and asked many questions about the College and its majors. Several have already decided to attend the College of Business in Fall 2022.

Margie also coordinated the College's presence at Marshall's Green and White day on Friday, February 11. Green and White days are held twice each semester and are an opportunity for high school students to explore Marshall's beautiful campus on a guided tour, get in-depth information about majors, and meet with award-winning faculty members at an interactive Academic Showcase. Lewis College of Business faculty attend these showcases to meet with and provide information to potential students and their parents.

West Virginia Innovation & Business Model Competition 2022

Wednesday, February 2 was the train-the-trainers kickoff event for the West Virginia Innovation & Business Model Competition (WVIMBC) presented by Lewis College of Business faculty member, Olen York. 2022 marks the fourth year of the competition, which will see a return to an in-person presentation format. WVIMBC is open to all students enrolled in a two- or four-year institution in the state of West Virginia. It focuses on helping college students in West Virginia find a significant problem that they can apply their skills and strengths to solve. WVIMBC utilizes design thinking as inspired by institutions like IDEO and Intuit's Design-4-Delight (D4D) to test assumptions and experiment with possibilities to develop game-changing solutions and business models for and with real customers. During the kickoff event, Olen provided an overview of the competition to faculty from other West Virginia colleges and universities and gave an introduction to Business Modeling and the LEAN Canvas. The training materials can be found at <https://www.marshall.edu/wvinnovates/student-resources/>. The Marshall campus qualifier will be held on March 10, 2022 and the Marshall finals round will be held on March 25.



2022
WEST VIRGINIA
**INNOVATION &
BUSINESS MODEL**
COMPETITION



March 2, 2022
Marshall University
qualifying event

March 28, 2022
Statewide finals event

April 6, 2022
WV Ecosystem Showcase
Charleston, WV

HAVE A GREAT BUSINESS IDEA? Pull together a team and join the West Virginia Innovation and Business Model Competition.

Open to all students enrolled in a two or four year institution in the state of West Virginia.

Cash prizes awarded to teams at Statewide finals event.
Top teams invited to pitch investors at Showcase.

To learn more and register, visit:
www.marshall.edu/wvinnovates/

Contact: Olen York, 304-696-2636 or olen.york@marshall.edu





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