



**LEWIS COLLEGE OF BUSINESS
BRAD D. SMITH SCHOOLS OF BUSINESS
MONDAY MORNING MEMO**
from Associate Dean Nancy Lankton

May 8, 2023

Experiential Learning Enhances Student Engagement at the LCOB

During this past spring semester, our students were busy working on projects with companies and organizations around the region. Dr. Amanda Meadows and her ACC 318: Cost Accounting class completed a cost allocation project for the West Virginia Bureau of Senior Services during the final five weeks of the semester. Members from the bureau were former Commissioner Robert Roswall, finance director, Terry Hess, and the current Commissioner, Denise Worley, who took office shortly after the project began and helped judge the final presentations. Terry served as the point person for the students through the entire project.

The overall goal of the project was to help the Bureau collect and report accurate cost information from more than 50 centers throughout the state by redesigning and improving the Excel spreadsheet used for collecting cost data related to the Nutrition program for the Bureau.

The project began with an on-campus visit to present the current needs of the Bureau to the entire class and allow for follow-up questions. Students practiced oral communication skills during the first visit and practiced written communication skills via email for all questions during the following four weeks.



Beta Gamma Sigma Class of 2023

Marshall University's Lewis College of Business and Brad D. Smith Schools of Business inducted its Beta Gamma Sigma Class of 2023 on Friday, April 14..thirty-two students were inducted in the Class of 2023.

Beta Gamma Sigma is the official honor society of the Lewis College of Business and the Brad D. Smith Schools of Business. Marshall University established its Beta Gamma Sigma Chapter in 1999. Membership is by invitation only, based on Class Rank. Only the top 7% of juniors, the top 10% of seniors, and top 20% of master's students are invited to join Beta Gamma Sigma. Beta Gamma Sigma is also the official honor society of the Association to Advance Collegiate Schools of Business—the premier business school accrediting body in the world.

For the last five years running, Marshall University's chapter has been recognized as a "high honors" chapter and, in 2019, achieved "Highest Honors" status. Faculty advisors for Beta Gamma Sigma are Drs. Ben Eng, Nabaneeta Biswas, Timothy Bryan, and Lacie Bittinger. Student Officers this year were Maddy Branham, Olivia Perdue, Jamison Lewis, and Erin Roberts.





Making an Impact Learning Green Management

LCOB instructor, Margie Phillips led her MGT 466: Green Management class through a multitude of community-based learning projects this past semester. The purpose of the projects was for students to learn about the various methods businesses use in green management including day-to-day operations, supply chain, green policies, production of environmentally friendly products, how to minimize the company's environmental footprint, and green research development.

Students made an impact on the community by contributing to the businesses with increased awareness in sustainability and environmental issues. The community impact allows for the students to develop and strengthen community relationships with the business partner and the University. Mentorship opportunities with local businesses provide educational opportunities for our future business leaders. Community partners for spring 2023 included the following organizations.

International Brotherhood of Electrical Workers Local 317

Dunkin Donuts

Bouyee Boards by Roz

Amsted Rail

Blue Ridge Mountains Candle Company

Huntington's Kitchen

Truist Financial Bank

Alcon WV

Marquee Cinema

Buffalo Wild Wings

Variable Comfort Solutions

Lara's Bridal

Huntington Museum of Art

Starbucks Barboursville

Community Partner Quote: "I reviewed the plan with a few of the staff members that were part of the initial meeting and we all felt it was an exceptionally good plan, well thought out and well crafted. I enjoyed the power point presentation; it was easy to navigate. Thank you for thinking of us and including us in this project." – Cindy Dearborn, Director of Education, HMOA

Student Quotes:

“I enjoyed working on this project. Putting the end results of our research into a PowerPoint was also fun, as it allowed the students to have creativity.”- Jacob P.

“ I just wanted to share that this was a very enjoyable project to work on especially with my group members who did an excellent job throughout the semester keeping up with our planned schedule.” -Mason M.

For more information contact [Nancy Lankton](#)



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