

A New Journey Begins



LEWIS COLLEGE
OF BUSINESS

Monday Morning Memo from the desk of Dean Don Capener

January 15, 2024

The Lewis College of Business Partners with Industry

Nucor Steel – The Lewis College of Business is working with the Nucor Steel team in Mason County to create internship opportunities for undergraduate and graduate students starting this fall. The college is discussing ways to work with Nucor Steel in conjunction with Marshall's College of Engineering and College of Science.

City National Bank – The Lewis College of Business is working with executives at City National Bank to develop more hands-on learning experiences for our students. We are fundraising for a student-driven investment fund. Department Chair Dr. Shaorong Zhang and Dr. Mohammad Uddin are planning innovative ways to provide wealth management experiences for finance students. The goal is to help LCOB students gain real-world trading experiences with equities, bonds, and other fixed income vehicles.

Northwestern Mutual – The college is collaborating with Northwestern Mutual to teach financial literacy and risk management principles. Northwestern Mutual professionals have prepared presentations for several spring marketing and sales classes. Recent alumni will present what Northwestern Mutual does for its clientele. Northwestern Mutual hopes to offer 10 paid student internships to Lewis College of Business students that will become Northwestern Mutual financial advisors upon graduation. The plan is to coordinate curriculum with faculty to introduce an assessment called the "Culture Index", a self-assessment survey that measures work-related preferences and careers matching the individual student's personality profiles.

Student Spotlight

A top accounting student at the Lewis College of Business, Madalyn Rader, placed First in the MOS (Microsoft Office Specialist) WV State Championship with one of

the highest scores ever recorded. Madalyn will move on to compete in the MOS National Championship next month. Her performance along with two other classmates placed Marshall at the top of the WV State Rankings on their website for Microsoft Excel, where Lewis College of Business students held spots #2 & #3 dominating the other schools.



The New Brad D. Smith Center for Business and Innovation

A highlight of our last Monday Morning Memo was the opening of the Lewis College of Business's new home, the Brad D. Smith Center for Business and Innovation. To read more about it, please visit the media coverage below:

[Herald Dispatch](#)

[WV News](#)

[WV MetroNews](#)

For more information contact [Nancy Lankton](#).

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