

A New Journey Begins



LEWIS COLLEGE
OF BUSINESS

Monday Morning Memo **from the desk of Dean Don Capener**

May 6, 2024

Marshall University's Lewis College of Business empowers problem solvers to innovate and transform businesses through consulting and experiential activities. These "Delta" activities are highly encouraged and funded by our Hall of Fame donors. Marshall business students participate in competitions, engage with industry leaders on solving problems, work on cases, and get outside the classroom into the laboratory of business which is inherently an interdisciplinary world. That interdisciplinary world surrounding Marshall includes healthcare, technology, engineering, manufacturing, energy generation, and sustainability. varies by industry.

Our faculty are creating relevant curricula and credentials that are responding to changes in the business environment. This includes more emphasis on understanding how to create and analyze Excel spreadsheets and datasets, utilizing data for dashboards that can be updated through technological tools, and showing trends on the success or failures of individual businesses in our region and the world.


Because our students learn differently than they did 10 to 15 years ago we are deploying new technology in the Brad D Smith Center for Business and Innovation that will be the standard for 2030-era teaching. This includes video conferencing in businesses and their leaders, sharing data sets and industry dilemmas, and working with video and analytical media that adapts to our learners' way of understanding sometimes complex principles and concepts.

In scholarship, we are pursuing knowledge creation that impacts businesses in our region. In West Virginia, this includes health care, aviation, and a myriad of new businesses that fall into the entrepreneurial and venture startup area. These three areas fall in line with Marshall University's strategic plan and six areas of emphasis. We are also rewarding our faculty who use timely and relevant data from businesses to augment their scholarly activities and research. The number one area we emphasize in research is work and analysis that has implications for industry

practice. As a result of our efforts, Marshall business graduates not only have the skills that they need to succeed, but they're also prepared to make societal improvements and look at ways to make positive changes in their communities and the nations they serve.

MBA Mixer - May 13th

The Brad D. Smith Graduate School of Business is hosting an MBA mixer on May 13th, 5-7 PM at the Brad D. Smith Center for Business & Innovation! Please bring a guest and come learn more about the benefits of a graduate degree in business through networking with faculty, staff, students, and alumni.




MBA MIXER

OPEN TO ALL PROSPECTIVE GRADUATE STUDENTS, CURRENT STUDENTS,
AND ALUMNI

- HORS D'OEUVRES WILL BE SERVED •
- ONE COMPLIMENTARY DRINK VOUCHER WITH RSVP •

RSVP To Monique Williams at Williamsm@Marshall.edu

05.13.24 | 5-7PM | SBUS BUILDING

 **LEWIS COLLEGE
OF BUSINESS** *The SBUS Building is in reference to the Brad D. Smith Center for Business and Innovation on 4th Ave

DBA Program

There is still time to apply for our Doctor of Business Administration program concentrations in Accounting and Health Care Management for 2024!

The Marshall University Doctor of Business Administration (DBA) program is a research-based doctoral program that combines a disciplined approach to scholarship with a focus on compelling problems of practice.

The DBA program is a 66-credit hour, three-year, hybrid program that requires students to prepare an applied research proposal and dissertation in one of our three concentrations: Accounting, Healthcare, and Management / Entrepreneurship.

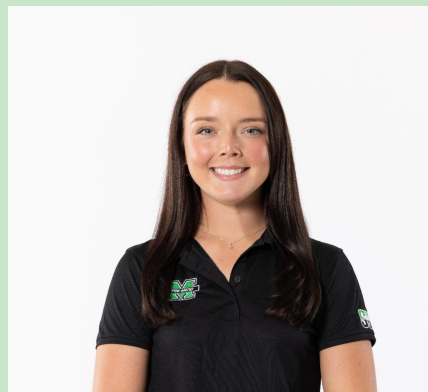
The next application deadline is June 1st, 2024. Find out more and apply [here](#)

Student Highlight

Katie Potter

Hometown: South Lyon, Michigan

Katie Potter is an Accounting Student and is also on the Marshall Women's Golf Team. Having always enjoyed working with numbers, she quickly took a liking to accounting, and as she advanced further in her program, she learned it takes analytical and problem-solving skills as well. Also having a Legal Environment Minor, she mentioned she appreciated how accounting can be utilized to catch fraud and coincide with litigation. She is looking to pursue her MBA post-graduation and plans to maintain the role that athletics have played in her life, ideally pairing her love for accounting with her love for sports.



For more information contact [Andrew Kesling](#)

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