

RAGIN' BUSINESS NEWS



B.I. Moody III College of Business Administration

Spring 2016 Semester

Message from Dr. Gwen Fontenot, Interim Dean

We have so many reasons to celebrate this semester! In our recent AACSB accreditation review, the faculty and staff of our college were commended for numerous accomplishments. We are most proud of the recognition of our **engagement** through the college's successful internship program and community involvement; **innovation** by way of our creative service learning and applied projects; and **impact** via effective teaching and our high CPA exam pass rate. We are excited to share examples of some of these accomplishments with you!



The Moody College of Business received the standard five-year extension of accounting and business accreditations through The Association to Advance Collegiate Schools of Business (AACSB), an **honor held only by five percent of business programs and less than one percent of accounting programs worldwide**. The accreditation process requires a rigorous self-evaluation report that demonstrates how the programs meet AACSB standards for academic excellence.

The Moody College of Business celebrated its 58th Annual Awards Banquet in April with more than 300 guests in attendance. Banquet highlights included recognition of 152 undergraduate and graduate student scholarship recipients, nearly 60 professorship recipients, one endowed chair holder, and over a dozen business student organization leaders. Special thanks to our banquet sponsors: C.H. Fenstermaker & Associates, LLC; Northwestern Mutual of Louisiana; CGI; Chick-fil-A; Van Eaton & Romero, A Latter & Blum Company; Darnall, Sikes, Gardes & Frederick; Jim and Charlotte Doyle; and Meagan Andrepont Photography.



Stuller, Inc. hosted a tour and roundtable discussions with the faculty and staff of the Moody College of Business in December. The group toured the facility for a behind-the-scenes look at one of the largest jewelry manufacturing and distribution companies in the United States. The group then participated in collaborative discussion with 12 Stuller executives about potential partnerships and ideas for preparing students for the workforce.

Management graduate and current MBA Student Nicholas Laborde unveiled the full release of his video game in January with the help of AcceleRagin', the college's entrepreneurship accelerator program offered to all UL Lafayette students. Laborde began developing "Close Order" in 2014, and the game has earned praise from industry leaders.



The Moody College of Business and the Insurance and Risk Management Program hosted Risk Manager in Residence

Robin S. Joines Jan. 31 through Feb. 4, 2016. The program gave students an opportunity to interact directly with experienced senior risk management professionals as well as community program supporters.



Associate Professor of Marketing Dr. Ramendra Thakur was selected as one of three new associate editors of The Journal of Services Marketing by ELMAR-American Marketing Association. Dr. Thakur has speaking and consulting expertise in customer relationship management, data mining and analysis, and social media marketing, which made him stand out among other competitive applicants.

MBA student Gabriela Barlobe was part of an international award-winning team for a waste management project presented at the Vertech City competition in Namur, Belgium in March. Barlobe, pictured here with Jorge Belgodere, a master's student in chemical engineering, were two of the four UL Lafayette team members who also presented the project to the Lafayette City-Parish Council in May 2016.



The Kappa Theta Chapter of Beta Alpha Psi placed first in the 2016 Southwest Regional Meeting's Best Practices Competition in the Leadership and Management Category in March in Houston, Texas. Team members of the accounting student organization presented topics detailing ways the chapter is successful in fundraising, recruiting and retaining members, succession planning, and obtaining higher chapter status.

Marketing Associate Professor Dr. David Baker and former Assistant Professor Dr. Duleep Delpechitre placed as top finalists in the National Conference in Sales Management Teaching Innovation Competition in February. Drs. Baker and Delpechitre presented a manuscript they co-authored on the topic of a teaching process for building Cultural Selling Intelligence.



Student Highlight: Graduating Senior Allison Lawrence will attend Loyola University's College of Law beginning in Fall 2016 on an 85 percent merit-based scholarship. Lawrence completed her bachelor's degree in marketing with a concentration in legal studies in just three years after transferring to UL Lafayette from Louisiana Tech. Lawrence was active in on-campus organizations including Habitat for Humanity and Circle K International.

The College commemorated an **Aflac \$60,000 Technology Sponsorship and a \$39,000 Brown & Brown of Louisiana Professional Development Sponsorship**, which will help fund student programs in the UL Lafayette professional sales program.

The Moody College of Business hosted Ragin' Business Week in March. Students, alumni and the public had multiple opportunities to be involved in the week's events including seminars, guest speakers, a dining etiquette dinner and a free breakfast for business students served by faculty and staff.

