

MOODY *BUSINESS NEWS*



**B.I. Moody III College of
Business Administration**

**Spring 2018
Semester**

Message from Dr. Bret Becton, Dean



As the spring semester draws to a close, there is so much exciting news to share concerning what is happening in the Moody College of Business. At our recent 60th Annual Awards Banquet, we awarded 194 scholarships totaling more than \$224,000 to some of our best and brightest students. Our students will soon have access to a state-of-the-art finance lab as the Maraist Financial Services lab is nearing completion and we will begin offering classes and programming in the lab during Fall '18. Our newly introduced online MBA program continues to experience remarkable enrollment growth with 300+ students currently enrolled while our traditional MBA continues to enjoy strong enrollment numbers with 181 students enrolled. Furthermore, the MBA continues to receive recognition as one of the best MBA programs for quality and return on investment. Our faculty consistently provide our students with opportunities to connect with industry and learn by doing. Through business pitch competitions, sales competitions, field trips, and service learning projects, our students are applying the business knowledge and skills they develop through our curriculum to real-world situations. It's a great time to be a Ragin' Cajun, and we hope you are just as excited about the great things happening in the Moody College of Business!

The Moody College of Business celebrated its 60th Annual Awards Banquet in April.

Banquet highlights included recognition of 150 student scholarship recipients, 60 professorship recipients, two endowed chair holders, and over a dozen business student organization leaders. Special thanks to our banquet sponsors: C. H. Fenstermaker & Associates, LLC; FITS Indoor Range, Jim Doyle, Kolder, Slaven and Co., LLC; and Van Eaton & Romero, A Latter & Blum Company.



College of Business notary exam preparatory class yields record results with 63 percent of full-time students in the class passing the notary exam, while the state average is 20 percent. This course is taught by Fred Davis, J.D., and is the only notary class offered in the state for university credit, as well as one of the few taught by a practicing attorney.

Student teams in Management 490, the undergraduate capstone course, competed and presented judges with ideas to enhance financial and strategic objectives for Target.

This competition is a nexus of strategic management and corporate entrepreneurship that allows students to enhance financial and strategic objectives by developing ideas to enhance Target's market share. The winning team included seniors Chris Cormier, Alexander Costa, and Clayton Sills who proposed an extensive revamping of Target's café.





The Office of Career Services and College of Business' 2018 Dining Etiquette Dinner was a huge success! Over 120 students enjoyed a four-course meal while learning valuable etiquette tips and got a chance to network with professionals in their field of study. Special thanks to event sponsors AAA Hotel Company, Audubon Energy, Brown & Brown Insurance of Louisiana, Hispanic Chamber of Commerce of Louisiana, Liberty National, as well as UL Lafayette Career Services, our faculty, university and community partners, and our alumni who served as table hosts.

College of Business students competed in the 15th Annual Bayou Sales Challenge in Thibodaux, LA. Tarol Romero, a senior management major, placed within the Top 8 overall, and Zachary Fremin, a senior insurance and risk management major, won the Pressure Round.



The Moody College of Business and the Insurance and Risk Management Program hosted Risk Manager in Residence Kristy Coleman Feb. 26 through Feb. 28, 2018. The program gave students an opportunity to interact directly with alumni, experienced senior risk management professionals, and community members.

The Moody College of Business hosted Moody Business Week, formerly Ragin' Business Week, in March. This week included many opportunities for students to engage in professional development activities. Students were able to attend a Career Closet Pop-Up Shop, Internship Panel, Build Your Brand Seminar, and the Moody College of Business Internship and Career Fair. For more information about getting involved with our Internship and Career Fair, please email us at internship@louisiana.edu.



The MBA program is recognized as one of the top 71 MBA programs in North America by CEO Magazine. The publication's objective is to identify schools which marry exceptional quality with great return on investment. Other universities listed in the Top Tier for MBAs include Florida International University, Loyola Marymount University and Texas A&M University.



College of Business students, faculty, and staff toured the New Orleans hospitality industry by visiting Mardi Gras World, the National WWII Museum, and the New Orleans Morial Convention Center. The group received a behind-the-scenes look at the venues, event planning details and future expansion plans of the facilities.

The online MBA with a Hospitality Management concentration earned national accolades from Online MBA Today, ranking UL Lafayette's program 10th in the nation after a review of hundreds of online and hybrid MBA programs. This is a testament to the value of the Moody College's newly launched online MBA program.

The College of Business launched an Instagram account. Follow [@moodycollegeofbusiness](https://www.instagram.com/moodycollegeofbusiness) to stay up to date with all the happenings of the college and view the new, monthly Student Spotlights!

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