

MOODY *BUSINESS NEWS*



UNIVERSITY of
LOUISIANA
L A F A Y E T T E

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

**Fall 2017
Semester**

Message from Dr. Bret Becton, Dean

This semester has been filled with many accomplishments. Our new online MBA program has received tremendous interest with over 200 students enrolled while our traditional MBA continues to enjoy strong enrollment numbers. At the undergraduate level, we introduced a minor in entrepreneurship and a concentration in analytics to provide students with innovative and relevant curricula. The Maraist Financial Services Lab is under construction, and we anxiously await its Fall '18 completion as it will provide our students with unparalleled access to financial market data. Our faculty continues to engage in research and grant activity that impacts theory, practice, and our community. 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.



Hospitality management students earned a 95% pass rate for the Certified Hotel Industry Analytics (CHIA) exam. Thirty seven students can now add this credential to their resume and beat out competitors in the job market. This certification is new to the program and is the first certification to be offered to students outside of food and beverage. Lisa K. Bowles, the course instructor, earned her CHIA this past summer and recently attended HX 2017: The Hotel Experience in New York to prepare for this exam. Four hospitality management seniors also attended and participated in two days of seminars, chatted with vendors on the trade show floor, and received a personal tour of NYU from a faculty member to discuss potential hospitality graduate programs.



Pam Meyer, senior accounting instructor, was recently honored by the Employer Support of the Guard and Reserve (ESGR) with a Patriot Award. This is awarded to individual supervisors who have been nominated by an employee serving in the National Guard or Reserve or by the spouse of a Guard or Reserve member. The Patriot Award is given to individuals who have gone above and beyond to help our soldiers. The award was presented by Lee Hisey, management instructor and ESGR representative.

We initiated an Adopt-an-Entrepreneur Initiative for the Fall 2017 semester, with 50 entrepreneurs teamed up with students from the new Introduction to Innovation and Entrepreneurship class. The students learned firsthand about running their own businesses and competed in a pitch contest at the end of semester. If you are a business owner interested in participating, visit business.louisiana.edu/aei.



Volunteer table hosts needed for March 22 Dining Etiquette Dinner. For more information visit business.louisiana.edu/mcobadiningetiquette.

business.louisiana.edu



Our Kappa Theta Chapter of Beta Alpha Psi recently achieved Superior Chapter status for the 2016-2017 academic year. This international recognition has earned the chapter an award of \$500, which is sponsored by KPMG and the KPMG Foundation. Under the leadership of Dr. Suzanne Ward, the Kappa Theta Chapter has exceeded the main requirements of Beta Alpha Psi in academics, professionalism and leadership.

Three UL Lafayette students placed highly in the eighth annual collegiate sales competition that was recently hosted by the Moody College of Business. Wendy Hebert, a marketing senior from Lafayette, La., placed first. Sureena Patel, a general studies senior from Lafayette, La., placed second. Brooke Landry, a marketing junior from Lafayette, La., placed third. The Service Chevrolet Ragin' Sales Team also finished sixth overall in the Russ Berrie Institute National Sales Challenge that was held in New Jersey. While there, Sureena Patel placed among the top ten Sales Challenge Champions.



Guest Speaker Steve Pettus, Managing Partner of Dickie Brennan & Co., spoke with students and shared his insight on the restaurant industry. As a successful restaurant owner and operator in New Orleans, Steve covered the various ways he and other management of Dickie Brennan's Steakhouse, Bourbon House, Palace Cafe and Tableau create leaders among their 600 employees. He received a special gumbo paddle from his son, Matthew, hospitality management senior and president of Ragin' Hospitality Association.



Five new faculty members joined the Moody College of Business beginning in the Fall 2017 semester. The new faculty members include D. Clay Gardner, instructor of finance, Dr. Ignatius Cahyanto, instructor of hospitality management, Catherine Chauvin, instructor of management, David Reid, instructor of management, and Dr. Chris Jones, instructor of economics (*not pictured*).



Princeton Review recognizes the UL Lafayette's MBA program as among the best in the nation. The education services company profiled the program among its "Best Business Schools 2018." The Princeton Review has recognized the MBA program in this list since 2008. Earlier this year, CEO Magazine rated UL Lafayette's MBA program among the top 68 in North America. The designation put the MBA and EMBA programs on the international business magazine's top tier lists.

Hospitality Management Program partnered with The Louisiana Restaurant Association for the inaugural Acadiana Food & Wine Soirée. The event provided guests with over 40 wines and tasty cuisine from 20 different area restaurants. A portion of the proceeds from the event benefited the Louisiana Restaurant Association Education Foundation (LRAEF) and the UL Lafayette Hospitality Management Program. The program will use the monies raised to fund Ragin' Hospitality Association events, scholarships and aid students in attending national conferences.

