Dean’s Update

We have had an interesting couple of weeks, with snow days and power outages but we survived it. We will hope that rest of the school goes more smoothly for everyone.

The AACSB maintenance of accreditation visit has been rescheduled for April 21-23, 2013. We are planning to use the previous agenda, but the teams may ask for nominal changes. As we get closer to the visitation dates we will email the schedule, at that time please make sure Joan Adkisson knows if you can or cannot attend your scheduled times. April 22 will be the day that the team will be meeting with the various groups.

As you may have noticed Physical Plant is in the process of replacing the doors in Clinton Hall, this should take about two weeks. Your current keys will still work in the new locks. During the summer they are going to replace all of the windows in Clinton Hall. The outside steps and ramps will also be replaced sometime this year.

Thank you for your continual good work in the classrooms and around WSU.

Doug

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Dates to Remember

| March 4-9, 2013 | Business Week |
| March 7, 2013 | Entrepreneurship Forum Series |
| March 28, 2013 | World Trade Council Meeting |
| April 4, 2013 | Entrepreneurship Forum Series |
| April 18, 2013 | World Trade Council |
| April 19, 2013 | Shocker Business Plan Competition |
| April 21, 2013 | Beta Gamma Sigma reception 2:30-4:00 |
| April 21-23, 2013 | AACSB visit |
| May 3, 2013 | Center for Entrepreneurship Banquet & Shocker Business Plan Competition |
| May 10, 2013 | Faculty/Staff awards luncheon |
| May 17, 2013 | World Trade Council Meeting |
| May 18, 2013 | Spring Commencement |

(Reception in lobby of Clinton Hall following commencement ceremonies)

If efforts to raise private funds go as hoped, the Trading Room and Research Lab in Clinton Hall, will open next year in a glass-enclosed room on the building’s main floor, just a few feet from the entrance. GLMV Architecture in Wichita has been hired to design the 800-square-foot space, vendors are being solicited to provide round-the-clock financial and market data and fundraising is under way to identify donors who want to be a part of the project. The initial price-tag is about $600,000, but additional funds will be raised to create an endowment for long-term sustainability.

Though seed money has been provided by the university, private support is needed for construction, equipment and software. Naming rights to various components of the Trading Room and Research Lab will be offered to individuals and companies supporting it.

Current plans call for a classroom with these features and leading-edge technology:
- 30 work stations equipped with personal computers supplying real-time comprehensive financial data
- Two full-color LED tickers carrying stock and price information from multiple markets
- Digital display panels with breaking news and financial information from contract providers such as Morningstar
- Wall-mounted, flat-screen LED displays with news and financial feeds from cable television sources
- A four-zone world clock display
- A variety of software to simulate trading, portfolio management, risk management and other finance-related models
- Audio-visual equipment for instruction
- Video conferencing capability to connect globally with faculty, students, alumni, subject experts, trading floor representatives and corporate partners

In this real-world environment, students will analyze the latest stock prices, compare currency exchange rates, study company fundamentals and conduct sophisticated research, just as any Wall Street financier might. They will learn how to use technical trading tools, how to forecast interest rate movements, and the fundamentals of bond pricing and derivative securities.
New to Business Week this year are smaller workshops for students to register for a more hands-on approach. There are a few speakers and panels going into the classroom but those are fewer this year. There will be more activity in Clinton Hall 2nd floor lobby area, with business’ being available to talk to students.

Keynote Speaker:
Wednesday, March 6th at 7:15 in 107 Devlin Hall
Victor Bridgeman, General Manager-Global Supply Chain for GE Healthcare,

If you plan on bringing your class, please let Joan know if you have not already done so.

Do the Smart Thing … Use SmartSearch

WSU Libraries is pleased to announce SmartSearch, a new search tool designed to save time and simplify the research process. Think of SmartSearch as a search engine (aka Google) for all of the library’s materials. One search will bring back results for books in the library’s collection (both print and ebooks), articles from all of the library’s databases, digital collections, conference reports, and more. A SmartSearch box (as seen below) can be found on the library website, as well as on the Libraries tab in myWSU. Try a quick search for a topic keyword, title, or author, or click on “Advanced Search” to choose additional search options (e.g. limiting to full text articles only).

A training guide for SmartSearch is available here: http://bit.ly/wsusmartsearch Video tutorials will be added soon. All faculty, staff, and students are also invited to attend a SmartSearch launch party on Wednesday, March 6th from 10:00-2:00 pm in Ablah Library. Stop by anytime during the event for refreshments, promotional items, and training. Questions and feedback about SmartSearch can be directed to Melissa Mallon, Business Librarian, at melissa.mallon@wichita.edu or x 5077.

Barton School Students Present Research to Wichita American Marketing Association

Rory Cummings, Quang Nguyen, Whitney Heinen, and Ryan Schrader, Barton School students from Dotty Harpool’s Fall 2013 MKT 300 class were the presenters at the Wichita American Marketing Association meeting on February 28th. The students’ presentation was titled “What Generation Y Wants You to Know about Social Media- Reflections on Social Media Outlets and Trends”. The WAMA meeting was attended by over 50 Wichita-area marketing professionals and the students presented their research on social media marketing and how Generation Y uses social media.
This is a great opportunity for students to submit their resume to the WSU SHRM Resume CD project. They usually receive about 100 resumes from across campus and they know of several students that have been contacted because they listed their resume on the CD. The CDs will be distribute at the April Wichita SHRM luncheon to about 80 local HR professionals. Please encourage your students to submit their resumes.
MIS Department at BSB and NetApp collaborate to improve student learning
In the fall semester, the MIS department in collaboration with NetApp took the initiative to integrate content on storage area networks in the MIS curriculum. Students enrolled in MIS 325 (Data Communication and Networks) were offered the opportunity to work on state of the art equipment at NetApp training laboratory. The initiative involved two lecture sessions at the Barton School of Business and two hands on session at the NetApp training laboratory. The sessions were conducted by Michael Amos, Michael Helmer, and Hassan Tahir, WSU graduates working at NetApp and Khawaja Saeed the instructor for MIS 325.