

DEPARTMENT OF BUSINESS E-NEWSLETTER

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TECHNOLOGICAL UNIVERSITY

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BUSINESS AND INFORMATION TECHNOLOGY

Students in the Department of Business at Montana Technological University (hereinafter "Tech") graduate with a Bachelor of Science in Business and Information Technology. While the normal business subdisciplines are covered, we believe that it is important for us to proudly recognize and celebrate the "information technology" (hereinafter "IT") area of our degrees. To do this, we want to share with you that across our curriculum, we teach different aspects of the powerful and ubiquitous yet not well-known industry software known as "SAP".

It is not hyperbole to say that the SAP software is one of the most important state-of-the-art ERP (enterprise resource planning) applications in the world. For those of you who may not know, ERP *"refers to software and systems used to plan and manage all the core supply chain, manufacturing, services, financial and other processes of an organization."*(QAD, Inc.)

Tech is the ONLY university in Montana which is a member of the SAP® Next-Gen University Alliance (hereinafter "SAP UA") and thus is the only one in the state to teach the SAP software and system.

As an example, we want to share with you information about our course entitled "*BMIS 416 - Enterprise Systems and Industry Software*" (hereinafter "BMIS 416"). Tech Business faculty, Rita Spear, had the significant challenge to teach this class for the first time this spring semester. (story continues on page 3)



Two of the student teams in BMIS 416.



TECH ALUMNUS INSPIRES STUDENTS

Scott Yogodzinski, Montana Tech class of 2011, entertained the current students and faculty with a Zoom lecture on March 12. Scott is the Director of Marketing and Game Presentation-Athletics at Florida International University in Miami Florida. The FIU athletic program has ten varsity sports competing in the NCAA Division I as a member of the Conference USA. The campus is also home to over fifty thousand students.

Scott's presentation addressed all of the planning that is necessary to properly present a football or basketball game at the Division 1 level. He also spoke to the Panthers big win in football over the Miami Hurricanes during the 2019 season and how FIU athletics were affected as a result of COVID.



Sigma Beta Delta Students Inducted

At the end of the Spring, 2021 semester, the Department of Business conducted its annual ceremony inducting 17 students into *Sigma Beta Delta*, the International Honor Society for Business, Management and Administration. Sigma Beta Delta was established to honor students who have attained superior records in business programs.

The following students were inducted: John Belland, Tanna Campbell, Curtis Conant, Michaela Cortright, Trason Dixon, Bridger Johnson, Kaitlyn Kerr, Mikaela Latka, Jacob Masters, Patrick McGeady, Brandon Morley, Jazmyn Smith, Jacee Sprunger, Mikayla Stone, Zach Torgerson, Kody Torgerson, Jared Walsh.

The mission of Sigma Beta Delta is to encourage and recognize scholarship and accomplishment among students of business, management and administration, and to encourage and promote aspirations toward personal and professional improvement and a life distinguished by honorable service to humankind.



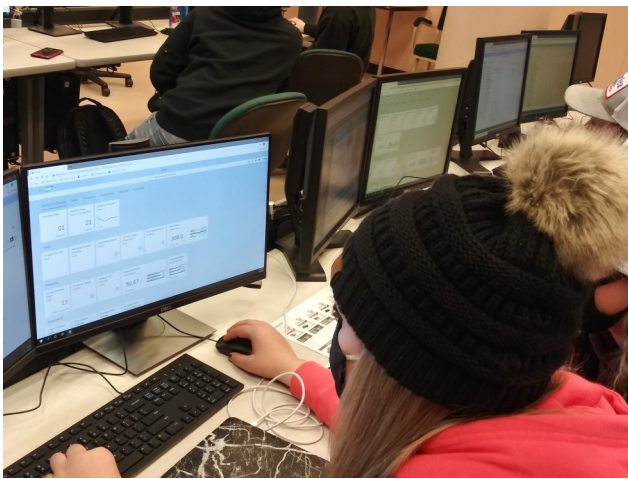
International
Honor Society
for Business,
Management
and
Administration

BUSINESS AND INFORMATION TECHNOLOGY *(continued from page 1)*

The BMIS 416 course is an advanced, senior level course that focuses on SAP's latest *Business Process Configuration* curriculum. The significant challenges for companies in adopting the SAP software include both its *implementation* and the more difficult *configuration*. Configuration involves a company developing variations in the attributes of the software in order to make it more applicable and focused to the needs of the company.

In Rita's class, in addition to learning about SAP configuration, the students competed against each other in a business simulation game using SAP's latest platform, S4/HANA, hosted by the University of Montreal. Through this very high-end learning experience, students improved their knowledge of business processes and understanding of how ERP systems manage business processes.

"I am so proud of my students," said Rita. "This is very complicated material which I taught for the first time. In many instances, the students and I were learning together at the same time. The skills learned in this class represent a big part of the future of business operations and our students will have those skills."



Business Students ... And Artisans Too!

Tech Business students, Connor and Clayton Heggem recently competed in the Ice Carving Contest sponsored by Mainstreet Uptown Butte and Absolute Zero Ice Design. Sponsored by Steele's Furniture, they won second place in the adult category! You can see their winning ice carving design in the picture.

Connor and Clayton were inspired to ice carving way back in their middle school art club and they have been competing for the past seven years. Wildlife and fishing are the focus for most of their artwork. Thus, their ice sculpture design this year went along with that theme.

Given their extensive experience, they knew that since the competition was open from 9 am to 3 pm, their strategy was to pace themselves in order to make the best use of the time.

Connor and Clayton are both Tech Business and Information Technology — Accounting option majors.



A Message from our DOB Chair: Dr. Tim Kober



Dear Alumni and Friends,

I hope all is well with you and your families as we wind down another academic year. All in all, I would call this a successful year under the circumstances due to the efforts of the students. The campus plan is to return to normal with the fall semester and I hope that is the case.

Speaking of the fall semester, I am looking forward to returning without the Department Head duties. I believe the Department is in a good position going forward and I am planning to focus my efforts in other areas related to the campus and the profession. I had the honor this spring to be elected to the board of the Montana Society of CPAs and will continue to work on the Department's adoption of SAP in the curriculum and in the development of an SAP Next Gen lab.

I wish you all the best going forward and again I would very much appreciate hearing from as many of you as possible. Please contact me if you have anything you would like to share in a future newsletter, either personally or professionally.

Best wishes going forward,

Tim

Face-to-face in the Fall? We hope so!!

The Pandemic Academic Year ... That is what the 2020-2021 academic year has been. Everything was different — even as we strived to maintain our strong student engagement and classroom rigor. We all wore masks. We socially distanced. We quarantined when required. We broadcast classes live via Zoom and recorded them for students who could not participate synchronously. We did it! We served our students and our institution.

But ...

As “fun” as that was, we are hoping ... and planning ... to have traditional face-to-face classes in the Fall, 2021 semester. By August, it is hoped that everyone who wants a vaccine will have it and that the only people who will have to quarantine will be the very few (we hope) who test positive. All of this, of course, assumes that the covid virus variants don't force us back to the severe restrictions of the past year.

A year to remember, yes. But it's time to move on ... we hope!



STUDENT INTERNSHIP SPOTLIGHT:

Karl Schneider



Our Internship Student Spotlight this issue is Karl Schneider. Karl will be graduating in December, 2021 with a BS in Business and Information Technology – Accounting Option. Karl got to experience an internship with Newland and Company here in Butte. Karl is an interesting guy with an interesting journey that led him here to Montana Tech.

Karl grew up in Butte but went to college at the University of Montana earning a BA in Journalism in December, 2014. He then spent five years in print journalism, working as a sports reporter, and later sports editor at newspapers in Idaho, New Mexico and Colorado. He had a lot of fun and met a lot of interesting people, but he realized that the grind of journalism and essentially being on-call every day of the week wasn't going to allow him to live the life he wanted.

After some self-exploration, Karl recognized that he had been interested in accounting as a possible career even before he went into journalism. He did his due diligence including speaking to a few friends who are in the accounting profession and concluded it was a good option for himself.

He moved back to Butte in the Fall, 2019 to study accounting at Montana Tech. As a non-traditional-aged student who already had one college degree, he found the transition back to school challenging. He worked to find a good routine and balance with school work and his personal life.

"Overall, I think it has been a very beneficial experience," Karl said. "Navigating those challenges reinforced the importance of a strong work ethic and the ability to adapt to all kinds of different situations."

Karl said that he learned a lot during his Newland and Company internship and gained the confidence that a career in accounting is going to be a good fit for him.

Well done Karl!

Charlie says:

*"Montana Tech
means
BUSINESS
and
BUSINESS
is everywhere!"*



Integrated Marketing Communications: Applied

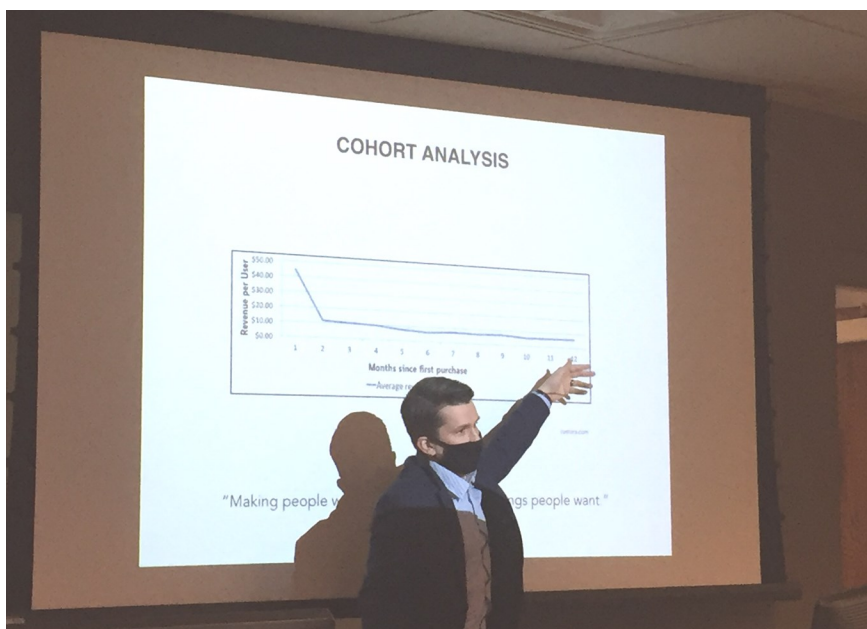
For the third Spring semester in a row, Integrated Marketing Communications was taught by Professor Tregidga as an experiential learning course. As a result of the Campus Wide Program Prioritization in Spring of 2018, the Department of Business was forced to downsize resulting in the elimination of the Marketing option. The Business faculty was left with the task of honoring our commitment to those students who had already declared the Marketing option as their focus of study, but with little Marketing expertise amongst the remaining faculty. So, we had to get creative and as a result found real life Marketing opportunities for the students to apply and continue to develop their Marketing skills.

In 2019 a Digital Marketing Strategy was developed for Markovich Realty Coldwell Banker. In 2020 the new Chancellor Cook challenged the campus to re-evaluate its Marketing and Communications Strategy, so the assignment was extended to the Marketing Students and they completed a full and very well received analysis/critique of all Tech digital Marketing channels. Some of their recommendations are currently being addressed. Spring of 2021 brought the last of the Marketing option students to the course. Lacking a community or campus project, the students were unleashed on a self-serving project in the development of an Integrated Marketing Strategy for the Department of Business.

This year's class consisting of Ryan Richards, Drew Hughes, Jazmyn Smith, Tana Campbell, Thomas Dolan, Erynn Metesh, Hailey Crawford, and Chelsey McGree acted like Marketing Consultants for the Department. They were split into three sub teams focused on the marketing channels of website improvement/development, social media marketing, and personal selling. For fifteen weeks they clarified the respective channels, defined the target markets, developed content, and identified the metrics needed to measure success. All of this culminated into an Integrated Marketing Strategy that the Department intends to implement starting in the Fall of 2021.

This was received very well by all involved. As part of the course, two guest speakers were brought in to help guide their work. Joe Willauer, Executive Director of the Butte Local Development Corporation came in to the course to educate these students on the Marketing efforts being put forth to market Butte and Southwest Montana. Additionally, Kyle Pucko, Principal of Pintler Group a marketing consulting company out of Missoula, came in to educate the students on how to approach and breakdown a marketing consulting engagement such as the one they were assigned. Both speakers were very well received by the students.

By the end of this course we achieved the win/win we hoped for. The students had a great real-life experience and the Department of Business received an excellent Marketing plan to start implementing. Chelsey McGree stated "This has truly been one of my favorite classes because it has been as close to the real world as a class gets". In fact, some of these students are going to participate in an independent study course in the Fall to help implement the plan for the Department. So be on the look out for future references to the Business Departments new tagline "Tech Means Business" and references to our Facebook and Instagram postings. Please follow us once we are up and running.



Kyle Pucko
speaks to
Integrated
Marketing
Communication
Students.

FACULTY SPOTLIGHT: Lance Revenaugh



Dr. Lance Revenaugh is an Associate Professor in Business and IT at Montana Tech University in Butte, Montana, USA. He has served there since 2011 and teaches international management, entrepreneurship, management, and various information systems/technology courses.

His education includes a PhD in Decision and Information Systems from Arizona State University (1992) and BBA-Management and MBA degrees (1985) from Baylor University. He has been in full-time higher education since 1985, having also served at the Air Force Institute of Technology, Wilberforce University, Thunderbird--The American Graduate School of International Management, City University of Hong Kong, and Biola University. He has also served as a Dean of Business and Professional Studies.

He continues to enjoy working with several undergraduate students on research projects that often result in student conference presentations and journal publications. He has a particular interest in information overload and international management and has a wide range of business background including living and teaching in Hong Kong and China. His current research focus is on IS/IT strategy, Enterprise Systems, and the foundational principles that drive IS/IT adoption and long-term use.

On a personal note, Lance has been married to his wife, Heidi for 33 years. He has 10 children—8 girls and 2 boys. He is active in Park Street Baptist Church. He played NCAA-Division I tennis in college at Baylor University. Currently, he coaches his daughter's U14 soccer team with the help of Tech's Women's Basketball Coach, Carly Sanon.



Dr. Revenaugh serves as Associate Director of the Board of the newly established Institute of Engineering Science, Arts and Technology in Cameroon, Africa. While on sabbatical next year, he will be working with the school with a goal of enabling some of their students to come to Tech to complete their degrees. Notice Tech's Dr. Bev Hartline in the center of the picture!



Dr. Revenaugh has been the faculty advisor to the Business Guild since 2015. At the DECA National Competition in Anaheim, CA in 2017, he organized the Tech Business Guild "Beach Bash" pictured above. From the mountains to the beach!



Voted Tech Advisor of the year in 2016-17, he has taken Business Guild students to 4 DECA National Competitions where two students have received national awards.