

# ***GRADUATE STUDIES NEWS***

A publication for MA, MBA, and MSN students at Alverno College

December 7-8, 2007

## **Alverno Celebrates Graduates**

*On December 15, we will celebrate*

*The first MSN graduates:* Linda Bay, John Dyson, Holly Hepp, Valerie Kolmer, Deborah Kwasneske, Cathy Nelson, Vicki Orzel

*These December Master of Arts graduates:* Linda Beck, Linda Briggs-Dineen, LeeAnne Chappelle, Jack Dierks, Aimee Gironimi, Jennifer Johnson, Justin Kasten, Syneathia LaGrant, Kim Maxson, Marlene McIlheran, Maureen Reyes, Jeannine Saric, Valerie Sauve, Kathleen Schroeder, Amanda Stack, and Deb Van Matre.

*And these August Master of Arts graduates:* Debra Bartman, Jamie Cambourn, Kristen Cohen, Bev DeGenova Wysocki, April Ellery, Jack Feuerstein, Erin Hanson-Bailsey, , Katina Koch, Marilyn Kramlich, John Meuler, Kara Morris, Denise Palasz, Ray Robinson, Kathryn Simpson, Randa Suleiman, Jeffrey Van Rixel, and Stephanie Wild.

Congratulations to all!

## ***News about graduate students, graduates and faculty***

### *Alums*

**Kathy Katter**, MA '2000 and **Aubrey Pawlowski**, MA '05 were named National Board Certified Teachers on December 4. Both are certified in English, working with early adolescent and adolescent learners. Kathy teaches at Milwaukee High School of the Arts; Aubrey teaches at Oconomowoc H.S.

**Nzinga Khalid**, MA '03 was named a "Health Care Hero" by the *Small Business Times* on December 6. The award honors organizations and individuals who epitomize the spirit embodied in the word "hero" in the delivery of health care to the community. The goals of the program are to recognize excellence, promote innovation, encourage emulation of successful programs, educate the general public, contribute to the enhancement of the value and quality of health care and, ultimately, give recognition to those deserving.

### *News to share?*

If you have a new position, have made a presentation, have received an honor, or have other news to share, please send the details to your program director: For the MA--[mary.diez@alverno.edu](mailto:mary.diez@alverno.edu); for the **MBA**—[William.mceachern@alverno.edu](mailto:William.mceachern@alverno.edu); and for the MSN—[Julie.Millenbruch@alverno.edu](mailto:Julie.Millenbruch@alverno.edu).

## *Global Business Simulation*

# MBA Students Finish Strongly

**Alverno MBA** students crafted and executed comprehensive business simulation strategies this semester, and their results received multiple global recognitions and rankings for their performance. Students enrolled in MGT 610 (Assessing Self, Organizations, and the Operating Environment) participate in a semester long competitive business simulation (**Glo-Bus**) to test out and evaluate their business decision making skills and their application of key course concepts.

Each week, the best-performing GLO-BUS companies worldwide, measured on 4 performance variables (Overall Score, EPS, ROE, and Stock Price – *see below for explanation of terms*) are honored through Global Performance Rankings. During the week of 26-Nov through 2-Dec, there were 10,000+ students on 877 teams from 64 colleges/universities in 10 countries participating in the simulation world-wide. In this final week for our Alverno MBA students, two of our Glo-Bus teams distinguished themselves globally.

The Co-Managers of the MGT 610 Glo-Bus team, **E-pic** (Diana Heikkinen, Noelle Joers-Yanisch, and 'Chip' Swearngan) earned a Global Top 50 ranking on THREE of four key performance variables or measures - in this case, their Overall Game-to-Date Score (tied for 21<sup>st</sup> best performance, worldwide), Earnings Per Share or EPS (40th best performance, worldwide), and Stock Price (30th best performance, worldwide), In addition, The Co-Managers of team, **AKCM** (Karla Barillas, Marisol Burgos, and Carlos Sena) earned a Global Top 50 ranking on two of four key performance variables or measures - in this case, their Earnings Per Share or EPS (tied for 22<sup>nd</sup> best performance, worldwide), and Stock Price (37th best performance, worldwide). Congratulations to these students!

It is noteworthy that most of the six MGT 610 Glo-Bus teams earned multiple global performance rankings throughout the semester. For example, four of our six Glo-Bus teams scored in the Global Top 100 ranking, for the week Nov 12-18. In addition to teams E-pic and AKCM, these global top 100 rankings included the co-managers of **Digital Pioneers** (Jane Gapinski, Elizabeth Gilbert, Jesse Johnson, and Yvonne Lewandowski-Moss) and the co-managers of team **Fokus Digital Innov** (Mary Crivello-Witt, Candice Knuetson, and Samantha Schwarz) – on multiple performance measures.

Earlier, team **E-pic** had been recognized for an outstanding Glo-Bus weekly performance, in which they earned a Global Top 25 ranking on one of four key performance variables or measures (in this case, their Return on Average Equity, or ROE). In addition, it was noted that E-pic's performance on a second measure (EPS) was just below the Global Top 25, and that AKCM had demonstrated a performance (also on ROE) that was also just below the Global Top 25 - worldwide!

**GLO-BUS** is a PC-based business simulation exercise, modeled to reflect the real-world character of the globally competitive digital camera industry and structured so

that students run a company in head-to-head competition against companies run by other MGT 610 class members. Company operations are patterned after those of actual digital camera enterprises. Our MBA students work in teams of 3-4 students, representing eight companies that compete in four geographical regions: North America, Asia-Pacific, Europe-Africa, and Latin America. The eight companies' co-managers take over the operation of a digital camera company that is in a neck-and-neck race for global market leadership, competing against rival digital camera companies run by other class members.

Consistent with the learning focus of MGT 610, each company's Board of Directors had charged the co-managers with *developing a strategic direction* for the company and *crafting a strategy* that delivered consistently good results. Board members and shareholders/investors had set five clear-cut performance objectives for the company's new management team, related to: Earnings per share (EPS); Return on Equity Investment (ROE); Stock price gains/growth; Company credit rating; and a special Glo-Bus "Image Rating" based upon a total of 10 factors/measures.

The simulation also tracks each company's performance annually and evaluates it from two different angles:

*1. The Investor Expectations standard.* The degree to which a company meets or beats the annual targets for each performance measure drives investor confidence in management's ability to deliver good results. Meeting or beating the expectations of investors on each of the five performance measures inspires "investor confidence", while failure to meet investor expectations weakens investor confidence in the company's management team.

*2. The Best-in-Industry standard.* This indicates how well each company performs relative to the "best-in industry" performer on the same 5 measures — earnings per share (EPS), return on equity investment (ROE), stock price, credit rating, and image rating. *The best-in-industry scoring standard* is based on how each company's performance compares to the industry's best performer on each of the 5 performance measures.

## **MBA Holds First Annual “Executive Exchange” Panel**

A distinguished panel of senior business and community executive leaders dedicated their entire Saturday morning during the final regular weekend MBA Saturday morning, Dec 1st, participating in the first annual “**Executive Exchange**” **MBA Panel**. This first session was focused on “Strategy”. For three hours, the panelists shared their extensive insights and experience with the students and faculty from all three Alverno MBA classes.

A diverse Panel was recruited, representing different business/industry sectors, for-profit and non-profit organizational perspectives, small and large businesses, labor and management. Each panelist's particular background, experience, and current role/position lent themselves directly to the applied curricular focus on crafting and executing strategy.

The students in MGT 610, “*Assessing Self, Organization, and the Operating Environment*” (the 2nd of five core courses in our new MBA program), as a class, took the initiative in organizing this learning event and integrating the learning objectives for this session in ways that would be of value to all of the current MBA classes/students. The focus and learning objectives included (in the students' collective words):

"To further enhance and broaden our understanding of strategy/strategic planning and of its manifestations and implementation in diverse industries/sectors. To afford us the opportunity to:

- (a) engage prominent business/organizational leaders from the community in a conversation related to our learning,
- (b) to expand our learning across diverse industry/sector perspectives/realities,
- (c) to supplement/leverage our learning and competences/ies re 'strategy' in broader contexts related to ethics, corporate social responsibility, and the interdependencies between/among corporate + community + environment + political, etc, and,
- (d) to 'showcase' our program and our students' learning and growth to key leaders external to Alverno."

There was ample structured and unstructured time to allow the panel members to deliver prepared introductory and unique perspective/experience remarks, as well as respond to specific pre-submitted questions. The final hour was devoted to full audience interaction with the panel, allowing the panelists to engage the students in a lively conversation and Q&A session.

The members of the panel who generously donated their time and wisdom included:

**Frank Bryant - Vice President - Strategic Development, In-Sink-Erator (a division of Emerson Electric)**

**Sheila Cochran - Chief Operating Officer and Secretary-Treasurer, Milwaukee County Labor Council, AFL-CIO, and United Auto Workers Local 438**

**Sue Dragisic – President of United Way of Greater Milwaukee (and member, Alverno College Board of Trustees)**

**Mitch Kohls – Principal, Founder and President, Kohls Group Consulting**

**Don Layden – Group President, Metavante International Group (and member, Alverno College Board of Trustees)**

**John M. Nicholas, Vice President for Administration and Treasurer, Beloit College**

**Denise Zutz - Vice President of Strategy, Investor Relations and Communication, Johnson Controls (and member, Alverno College Board of Trustees)**