Announcements

Look up/purchase your textbooks at http://books.wcu.edu. If you order through the bookstore, you can have them mailed to you or delivered to Biltmore Park.

Open Master of Public Affairs courses for spring:
PA 650 Nonprofit Sector. Thursdays. John Gerlac (Biltmore Park)
PA 679 The Practice of Public Planning. Mondays. Don Kostellec (Biltmore Park)
PA 572 Policy Formulation. Wednesdays. James Newman (Biltmore Park)

Open Master of Health Sciences courses for spring:
MHS 562 Leadership Strategies. Dr. Brian Raming (online)
MHS 665 Quality Performance in Health Care Organizations. Dr. Todd Hatley (online)
MHS 530 Theoretical Foundations of Public Health. Dr. Elizabeth Tait (online)

New MBA course for summer:
The NC Small Business Technology and Development Center has identified a state-wide need in that mid-sized and large regional businesses are running well below national averages in exporting products internationally. This hybrid course – part classroom, part internship, and part team-based, independent study – will teach students how to identify high potential foreign markets for domestic products with a hands-on project for a regional client company. Students will hone their market research and strategic planning skills through the analyses of environmental trends, industry competitiveness, client assessment, competitor benchmarking, and market analysis. The course culminates with the preparation and presentation of a professional quality market research report to the client company with identified target markets and appropriate recommendations by the student team. This course provides the student the opportunity to acquire professional skills in an identified business need area, provides networking opportunities with regional industry, and presents a value-added, noteworthy accomplishment on a student’s credentials. This is intended to be a supplemental MBA experience course, but this course may be used as a substitution for an MBA core course with the MBA director's prior approval. Email kumcintyre@wcu.edu for details.

Alumni Announcements:
Joey Long, MBA 2012, will be presenting at Duke University School of Law on Feb. 5 concerning a law journal article that will be published in the Seton Hall Journal of Sports & Entertainment Law this winter. The article is entitled, "A Contextual Study of the Non-Profit Duty of Obedience: The National Collegiate Athletic Association" and may be of interest to both non-profit leaders and college sports fans. Congrats to Joey!

GBSA Activities

Stay tuned for spring events! If you’d like to get involved, email our new President, Corinne Wullimann, at cmwullimann1@catamount.wcu.edu.

Calendar of Events

Spring Graduate Assistant meeting – Thursday, January 10 from 2-3pm, Biltmore Park 345.
New student advising – Wednesday, January 9 and Thursday, January 10, by appointment, Biltmore Park 353.
New student orientation – Thursday, January 10, 6-9pm, Biltmore Park 346.

Opportunities

YPA January Social // Thursday, January 10th // Jack of Hearts Pub and Restaurant, Weaverville
5:30 - 7:30 // 10 S. Main Street, Weaverville, NC
Join Young Professionals of Asheville as we venture to the North side of town to Jack of Hearts Pub & Restaurant in Weaverville for great company and networking. Enjoy drink specials and an assorted, full menu of delicious food created for YPA by Head Chef Graham. In order to best accommodate our members, please RSVP here for January’s Social. We look forward to seeing you there!

**INTERNSHIP! PAID** **Marketing Internship at Diamond Brand.** An outdoor gear company based in Fletcher, NC, is looking to hire an MBA student for the Marketing Intern position for spring semester. The internship is at the corporate office located in the Fletcher Business Park off Mills Gap Road. The intern will report to the Marketing Manager.

*Hours:* 15-25 hours per week. We understand our interns first priority is their school work, so we try to be very flexible as far as setting the days and times of the internship. The internship does require an event planning aspect, and some events fall on the weekend, so there will be some weekends the intern will need to work. *Pay:* $8/hour

*Length of time:* The internship will start beginning of January and run through May. If the intern is able to, we can potentially extend the internship through the summer or even fall as well depending on performance.

*Qualifications and Skills:* Current MBA student; Must have ability to pay attention to detail, meet deadlines, take ownership of work and be resourceful; Excellent analytical skills; Proficient in MS Office applications (Word, Excel, PowerPoint); Experience with Photo Shop and/or InDesign is a plus; Experience planning events is a plus

*Tasks:* Updating web content and social media; Creating and sending e-mail blasts; Creating social media campaigns; Assisting with event planning and execution; Analysis projects; Administrative marketing; Market research. *If interns identify an area of marketing they're interested in, we will give the intern projects in that area*

*How to apply:* To apply, or for more information, please contact Sarah Merrell, Marketing Manager, at smerrell@diamondbrand.com. Please send a cover letter and resume. The resume must include current GPA for both undergrad and the MBA program.

**RESEARCH/JOB! Graduate Student Research and Creative Projects Stipend.** Twenty graduate students may be selected for this award of $1,000 for approximately 50 hours of work in the Spring 2013 semester. *Students must be supported/mentored by a graduate faculty member and project must be related to the program of study.* Direct links to more information and the application can be found at the Graduate School webpage [http://www.wcu.edu/43.asp](http://www.wcu.edu/43.asp).

**NOTE:** Dr. Ha is on this selection committee and expects to see the MBA program well-represented in the applications! We highly encourage you to apply. Deadline is January 21, 2013, but you’ll need to start working on securing a faculty mentor and your project as soon as possible.

**Connect Online!**

**Facebook:** Western Carolina University MBA Program [http://www.facebook.com/home.php?#!/pages/Western-Carolina-University-MBA-Program/110713338999770](http://www.facebook.com/home.php?#!/pages/Western-Carolina-University-MBA-Program/110713338999770)

**Twitter:** @wcuMBA [http://twitter.com/#!/wcuMBA](http://twitter.com/#!/wcuMBA)

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