MBA WEEKLY

September 28, 2010  Volume 1, Issue 7

If you would like to contribute information, an event, or an announcement (personal or professional! - whether it's an engagement, marriage, new baby, new job, promotion or publication, we'd love to share) to MBA Weekly, please submit to the MBA office by Mondays at noon.

Office: 121 Forsyth
Email: mba@wcu.edu
Phone: 828.227.3588

MBA Program Announcements

• MBA in Asheville – Wednesday, September 29
Advising with the MBA Program Director will be offered at UNC Asheville tomorrow, Wednesday, Sept 29 in the WCU Asheville Programs office - Karpen Hall 120. Available appointments are from 3:00-3:30pm, 3:30-4pm, and after 6pm. To schedule an appointment, email kumcintyre@wcu.edu.

• Reminder: MBA Student Business Cards
If interested, please complete the attached order form and submit with your payment no later than THIS Friday, October 1. Orders will be placed next week. If you would like to pay in person, in Asheville, you may do so THIS Wednesday by bringing the form & payment to Shirley or Patsy in Karpen Hall 110.

• MBA Bulletin Board
If you are interested in contributing, please email a photo and your brief profile or quote (such as advice to new students). Email Erika at mba@wcu.edu.

MBA Program Events

• Math Review Sessions with Dr. Thompkins
These sessions will cover basic skills in algebra, probability, and financial mathematics. This is especially recommended before or during MBA 606 or 608, but is available to any students who feel they need a refresher on basic math skills. Mondays & Thursdays, 5-6pm in Karpen Hall 038. Cullowhee sessions will be available based on demand; e-mail kumcintyre@wcu.edu if interested.

• CEO Speaker Series - MBA 601
Outstanding local CEOs will talk about personal and organizational leadership. Open to all MBA students. Sessions are Monday night at 6pm, at UNC Asheville in Ramsey Library room 11 (the Square D Teleconference Center). If you are a MBA student not in 601 and are unable to attend, you can watch the presentations online 24 hours after the course meets. For MBA 601 the link is https://www.mcnc.org/video-streaming/MBA601.
October 4 – Neal Hanks, CEO, Beverly Hanks

Opportunities

• Freda Russell Rayburn Fellowship
This Fellowship currently pays $1,000 per month ($4,000 for a full semester). The Fellow works 20 hours per week, 10 for the MBA program and 10 for Women’s Studies. You must be a full time, female student, preferably with a background outside of business. There is still a fellowship available for October & November ($2,000). Email kumcintyre@wcu.edu if you are interested.

• 2011 Summer Travel Course – LAW 693: The Legal, Regulatory, and Business Environment of the Cruise Industry (3 credits)
Study from May 13-28, 2011 aboard the Disney Magic Cruise Ship, traveling from Port Canaveral, FL to Barcelona, Spain. Additional stops at: Castaway Bay, Bahamas; Gibraltar, U.K.; Madeira, Portugal; & Cadiz, Spain. For more information,
see the attached documents.

• **Internship in France, Spring 2011**
  MyInternshipAbroad specializes in international internship recruiting and visa services. They are seeking their own intern to help with developing their services for students and companies as well as expanding their recruiting and awareness efforts. See the attached document for more information.

• **Graduate Research Symposium - Thursday, March 24, 2011 in the University Center**
  The MBA Director strongly encourages you to consider participating in and attending the 19th Annual Graduate Research Symposium. This will be a great opportunity to present any research you have worked on during your MBA program experience. For more information and to register, go to [http://www.wcu.edu/1149.asp](http://www.wcu.edu/1149.asp). **Monday, February 21, 2011** is the deadline for submitting a one page abstract describing the content of the proposed presentation. **Monday, March 7, 2011** is the deadline for submitting a paper for the Graduate Research Competition.

### Student & Alumni Resources

• **Library Resources - Betsy Clementson, MLIS**
  IBISWorld is now an available resource through the WCU library. IBISWorld is a comprehensive collection of over 700 detailed US industry and risk rating reports. You can find IBISWorld by viewing the [alphabetical](http://researchguides.wcu.edu/MBA) and subject database lists.


  Contact Betsy at clement@wcu.edu or 828.227.3413.

• **Career Services**
  Wednesday, Sept 29 from 4:30-5:30. Call 828.251.6515 for location.

  Wednesday, October 6 from 9am - 12 pm, UC Grandroom.

  WCU Career Services - [http://career.wcu.edu](http://career.wcu.edu)
  UNCA Career Center - [http://www.unca.edu/career](http://www.unca.edu/career)

### GBSA Activities

• **Wine Tasting** - We are sorry to inform you that the wine tasting in Cullowhee has been canceled. The wine tasting for Asheville is still set for Asheville Wine Studio on Sunday, October 10th at 1:00 pm. If you have not already, please be sure to submit your RSVP to annwthompson@gmail.com before the end of today. The cost is $15 per person.

• **Guest Speaker Program** - We are looking for guest speakers to discuss a variety of topics on Wednesday nights from 5:00 - 5:30 in Asheville, starting ASAP. If you have an idea of someone who would be a good speaker, please contact Michael Kimmel at mikethefinancialplanner@gmail.com.

• **Sushi & Karaoke** - In honor of Dr. Paul Johnson (currently teaching MBA 610), we will have an evening of sushi and karaoke on Wednesday, November 3rd. If interested, please contact Sarah Withrow at sarahwith@hotmail.com before October 20th.

• **Cullowhee Call!** We need help with organizing events in Cullowhee. If anyone is interested in being a contact and helping with this, please contact Ann Thompson at annwthompson@gmail.com.
2011 Summer Travel Course: BA 293/LAW 393/ENT393/LAW 693

The Legal, Regulatory, and Business Environment of the Cruise Industry (3 credits)
May 13-28, 2011
Aboard the Disney Magic Cruise Ship
Traveling from Port Canaveral, FL to Barcelona, Spain

Additional stops at: Castaway Bay, Bahamas; Gibraltar, U.K.; Madeira, Portugal; & Cadiz, Spain.

Estimated Cost: $3,213 (includes cruise, lodging, airfare, most meals, tuition, and transportation from and to WCU). Estimated cost does not include excursions or activities in ports. Cost is based on a minimum of 8 students participating and is subject to increase due to changes in airfare or cruise costs. The cost may decrease if more than 8 students register. Students should apply early to lock in the lowest rate.


Course Information: This course will examine the legal, regulatory, and business environment of the ever-growing and internationally based cruise industry. Topics addressed will include: an overview of the international cruise industry, positioning and market strategy of competitors in the industry, cruise line management and finance, cruise industry regulations, the cruise contract, jurisdiction and admiralty law, tort liability, and consumer protection. Course participants will attend an orientation meeting during spring semester to discuss the course. Once the trip begins, students will meet twice a day (2 hours in the morning and 2 hours in the afternoon) with instructors and/or guest speakers on each of the 7 days the ship is at sea. The class will NOT meet on days when the ship is in port. There will be graded exercises, research assignments, or quizzes due for each class meeting. After the trip each student will need to complete an individual research paper or project that explores a course topic in greater depth to receive a final grade for the course.

To Apply: Those interested in participating in the course will be required to and meet with the course instructors prior to receiving permission to register. The registration deadline is November 15th. This course may have special fee payment deadlines; please contact instructors for more information.
2011 Summer Travel Course: May 13 – 28, 2011

Aboard the Disney Magic Cruise Ship

BA 293/LAW 393/ENT 393/LAW 693: The Legal, Regulatory, and Business Environment of the Cruise Industry (3 credits)

Tentative Trip Itinerary

<table>
<thead>
<tr>
<th>Date</th>
<th>Day</th>
<th>Location</th>
<th>Location Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>5/13/2011</td>
<td>Friday</td>
<td>Travel as a group from WCU to Port Canaveral, FL, Overnight in Hotel</td>
<td></td>
</tr>
<tr>
<td>5/14/2011</td>
<td>Saturday</td>
<td>Port Canaveral, FL – Board ship --- 4:00 PM</td>
<td></td>
</tr>
<tr>
<td>5/15/2011</td>
<td>Sunday</td>
<td>Castaway Cay, Bahamas 7:30 AM 4:15 PM</td>
<td></td>
</tr>
<tr>
<td>5/16/2011</td>
<td>Monday</td>
<td>At Sea Class Meeting (4 hours)</td>
<td></td>
</tr>
<tr>
<td>5/17/2011</td>
<td>Tuesday</td>
<td>At Sea Class Meeting (4 hours)</td>
<td></td>
</tr>
<tr>
<td>5/18/2011</td>
<td>Wednesday</td>
<td>At Sea Class Meeting (4 hours)</td>
<td></td>
</tr>
<tr>
<td>5/19/2011</td>
<td>Thursday</td>
<td>At Sea Class Meeting (4 hours)</td>
<td></td>
</tr>
<tr>
<td>5/20/2011</td>
<td>Friday</td>
<td>At Sea Class Meeting (4 hours)</td>
<td></td>
</tr>
<tr>
<td>5/21/2011</td>
<td>Saturday</td>
<td>At Sea Class Meeting (4 hours)</td>
<td></td>
</tr>
<tr>
<td>5/22/2011</td>
<td>Sunday</td>
<td>Madeira, Portugal 10:30 AM 7:15 PM</td>
<td></td>
</tr>
<tr>
<td>5/23/2011</td>
<td>Monday</td>
<td>At Sea Class Meeting (4 hours)</td>
<td></td>
</tr>
<tr>
<td>5/24/2011</td>
<td>Tuesday</td>
<td>Cadiz, Spain 7:30 AM 10:30 PM</td>
<td></td>
</tr>
<tr>
<td>5/25/2011</td>
<td>Wednesday</td>
<td>Gibraltar, UK 7:30 AM 6:30 PM</td>
<td></td>
</tr>
<tr>
<td>5/26/2011</td>
<td>Thursday</td>
<td>At Sea Class Meeting (4 hours)</td>
<td></td>
</tr>
<tr>
<td>5/27/2011</td>
<td>Friday</td>
<td>Barcelona, Spain 7:00 AM Overnight on Ship</td>
<td></td>
</tr>
<tr>
<td>5/28/2011</td>
<td>Saturday</td>
<td>Barcelona, Spain 8:00 AM Group Boards Return Flight in Barcelona, Spain and returns to WCU</td>
<td></td>
</tr>
</tbody>
</table>

WCU reserves the right to cancel or alter the course format or to change costs in case of conditions beyond its control.
Internship in France

We are looking for a qualified American student who would like to come to France in January 2011 for a paid 6 month internship. Responsibilities include the development, execution and management of our North American student program.

About us:
MyInternshipAbroad specializes in international internship recruiting and visa services. We partner with companies and universities to match students with internship and job opportunities overseas in their field of interest and expertise. Participating students get to experience a new culture and further their career growth, while companies benefit from the opportunity to bring in fresh talent and a new perspective to their business.

www.myinternshipabroad.com

We are looking for someone to:
- Develop internship and visa services to the France-to-America market. Relationship building with universities and industry groups to generate awareness of our services and create and manage partnerships.
- Help students build their resumes and cover letters.
- Find new American companies who would like to get French Interns.

Desired qualifications:
- Bachelor’s or Master’s (preferred) degree in business, marketing or HR.
- Highly motivated individual with a strong work ethic.
- Capable of progressing multiple tasks simultaneously and working independently.
- Willing to follow a non-typical schedule: our French office operates during U.S. business hours.

Cultural awareness, previous abroad experience and French-speaking skills would be a plus, but are not required.

Perks:
We provide a monthly housing stipend and help with the application of a French grant for additional financial assistance. Great job performance will earn additional compensation and benefits with the possibility to stay on with us full-time.

Why join us?
It is a real and amazing experience for students who would like to learn a lot and experience all that the France has to offer. Not only will it be a life-changing experience, but you will also build your resume, making it stand out above the rest. Come and join us to broaden your mind and skills.

I am awaiting your resume; please contact me at yves.perret@myinternshipabroad.com. Please include your first and last name + “American Intern” in the subject line.

Yves Perret
President, MyInternshipAbroad
yves.perret@myinternshipabroad.com
(0033) 488.148.036
MBA Candidate
Business Card Order Form

DEADLINE: Submit by October 1, 2010

Instructions: Please print clearly to avoid errors. Use black or blue pen.
Submit your order form with a personal or cashier's check, made out to WCU Print Shop:

In person:
MBA office at WCU - Forsyth 121

By mail:
MBA Program
121 Forsyth
Cullowhee, NC 28723

If needed please call Kelly at 828-227-3588 regarding other forms of payment or paying in Asheville.

You will be sent an email message at your email address below when your business cards have arrived.

For business card example go to http://www.wcu.edu/WebFiles/PDFs/print_letterhead.pdf and scroll down to business card bottom of 2nd page.

Cost: $3.00 per page (12 per page) $250
$58.00 = 250 $23 per card
$68.00 = 500 $14 per card
$86.00 = 1,000 $9 per card

Required Card Information:

First Name: ____________________________________________________________
Middle initial or full name (optional): ___
Last Name: ______________ ____________________________ ________________________
Suffix (optional): ________________________________
Title:
MBA Candidate

[] Graduate Assistants - Check if you would also like to include Graduate Assistant with your title (MBA Candidate, Graduate Assistant)

Optional card information
Address: ________________________________________________________________
__________________________________________________
Phone #: (___ ___ ___)-___ ___-___ ___ ___ ___
Fax or Alternate Phone #: (___ ___ ___)-___ ___-___ ___ ___ ___
Email Address: ____________________________________________________________
Website: _____________________________________________________________________