

The  
School  
of  
Business  
Newsletter

*For Faculty, Staff  
and Students*

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Issue 2



Salt Lake  
Community  
College



# THE BIZ BUZZ

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<http://www.slcc.edu/schoolofbusiness/>

Send story ideas to [sharsten.thompson@slcc.edu](mailto:sharsten.thompson@slcc.edu)

## Star Student

### Emma Farr

The School of Business is pleased to recognize Emma Farr as a fall 2016 Star Student recipient. Her active participation in extracurricular activities, along with her positive attitude and contagious smile have contributed to this recognition.

Emma has been highly recognized by her teachers and continuously picks up and supports her colleagues. She is currently pursuing three majors: Business Management, Psychology and Marketing. She has been an active member in DECA since fall 2015 and currently serves as the SLCC DECA Student President. During her involvement with DECA, she worked closely with her instructors and fellow students to organize and complete complex projects. Her positive, coachable attitude has set her apart and has helped the club take on six fundraisers, two community service projects, and compete in state and international conferences.

Emma is assisting the Marketing Department by helping Assistant Professor Ahmad Kareh in developing curricula, course redesigns, lesson plans, assessments, and monitoring engagement. She is assisting the School of Business through being an active member in the marketing faculty search committee for the new tenure track professor position. She is assisting the school by participating in the development of a universal teamwork module, planned to launch February of 2017, alongside Harvard Professor Jenny Stine, Associate Dean Barbie Willett, Assistant Professor Ahmad Kareh, and Assistant Professor Lon Schiffbauer.

Outside of school, Emma works in the marketing department at Utah Food Services, an award winning catering company. She has also interned for Twistlab Marketing, a Utah top 20 Advertising Agency. Emma is also a loving aunt, a passionate artist, and an adventurer of the great outdoors.

Emma's goal to continue her education at a competitive, top tiered school is what drives her to work as hard as she does. She is an avid learner, and aims to perfect her skill-set in order to be competitive in her chosen fields of study.



*Emma Farr*

## New Accounting, Finance and Economics Secretary



*Michelle Elgueta, Secretary*

### Michelle Elgueta

I'm currently working as the part-time secretary in the Accounting, Finance and Economics division alongside Paul and Giuseppe and absolutely love it so far!

Prior to working in the School of Business I was working in the student center as an ID specialist, here at the Redwood campus.

I'm attending SLCC at the Jordan campus and am finishing up my Medical Assisting program there, after receiving my certifications I plan to continue studying in the medical field to be able to do my absolute best in helping and assisting others who need it.

I was born and raised in Utah and am the middle of 5 kids. I love the outdoors (hiking, camping, rock-climbing, etc.), trying new foods, volunteering helping animals, and the color green.

I love being able to work where there is so much opportunity and so many happy faces around me!

## Business Student Senator

### Austin Lemon

Hey there! My name is Austin Lemon, yes, my last name is a fruit. I've recently started my very first year in college and I'm loving it! Especially here at SLCC, the best place in the world!

I know that right now is an important time in our lives, and it can get pretty hectic. The last thing we should have to worry about is the constant uneasiness about our majors, graduation, homework, classes, and much more.

As the Student Senator of Business, I'm here to help! If there are any issues or concerns that you feel impede you from being your best self, please come talk to me! As part of the Student Life and Leadership, we're here to find problems and solve them. Please talk to me or any of the wonderful faculty and administration. We're here to help you succeed!



*Austin Lemon, Student Senator*

## Faculty at SLCC's Board of Trustees Retreat

Business School's Ahmad Kareh Marketing Assistant Professor and Margarethe Posch CSIS Assistant Professor were two out of the three faculty members who were invited by President Huftalin to show off their talents at SLCC's Board of Trustees Retreat on Wednesday, September 14th at the Grand America Hotel. They were asked to spend 20 minutes sharing a "mini-lesson" at the retreat.

Ahmad discussed pricing strategies with The Board. His presentation encouraged the members of The Board to actively participate by opening with a small group activity. He also engaged the audience by incorporating multiple mini case studies that helped connect the concepts shared with everyday real-life application. Ahmad's teaching techniques explained the concepts of pricing thoroughly and highlighted the importance of these concepts in the marketing mix.

After the presentations the faculty members enjoyed a wonderful lunch with President Huftalin and the Trustees, they also answer specific questions about teaching techniques and concepts. The faculty were also able to gain some insights regarding The Board's vision of SLCC's plans. President Huftalin said to Ahmad, "Your enthusiasm and warmth are great indicators of what our students experience in the classroom! We're lucky to have you at SLCC". Ahmad felt honored and was thrilled to have the opportunity to share his passion with the president and The Board. He appreciated The Board's active participation as well as their openness and interaction.

## Up Coming Business Forum Speakers

Fall semester - every Wednesday from 12:00-1:00pm in TB 203

Date	Speaker	Topic
October 19	Todd Romer	Personal Finance
October 26	Dani Hagemeister	Entrepreneur Wedding Line

## SLCC and Harvard Virtual Team Collaboration

Over the next two semesters a team of academics and students at SLCC and Harvard University will be working together to develop a standalone Canvas module designed to help online students form effective and collaborative virtual teams.

It's no secret that, as a general rule, students dislike working in teams. To be sure, this is due to many factors, but it's fair to say that one of the reasons is that students don't always know how to transform a group of individuals into a single cohesive, high-performing team. If one considers the challenge in terms of the Tuckman Model—Forming, Storming, Norming, and Performing—students don't always have the tools necessary to successfully navigate their way through the teambuilding process.

This challenge is difficult enough in a lecture class, but now add this team requirement to an online course and the problem becomes all the more vexing, both for students and faculty alike. Any faculty member teaching an online course will tell you that simply assigning students to a group in Canvas does not make a team. What is needed is an online step-by-step process integrated into the Canvas course that helps students form successful virtual teams.

This is exactly what Assistant Professors Ahmad Kareh and Lon Schiffbauer of the School of Business Management, Marketing, and Legal Studies are working on developing. Together with Harvard professor Dr. Jenny Stine and DECA president Emma Farr, the team is working on designing a standalone Canvas module that can be added on to any SLCC online course which requires students to work together in teams.

The implications for this go far beyond the online classroom. In today's distributed global business environment, the ability to work effectively in a virtual team is a vital workplace skill. This module will not only help students succeed in the online classroom but also give them the skills they need to excel in the global business world.

If you would like to learn more, or have some thoughts or best practices to offer, please feel free to contact Ahmad Kareh or Lon Schiffbauer.



## Start Brainstorming!

