BBA STUDENTS PRACTICING CIVIC ENGAGEMENT

In February, 37 BBA students from Accounting, Fashion Marketing, Management and Marketing, collaborated in their Business Ethics courses on identifying moral responsibility projects that they felt passionate about. This semester, there was a high preference for working with the homeless, and several teams prepared packets of blankets, sanitary items, and food, to hand out to the homeless, while also engaging in conversations and learning more about their lives, and the choices they made. Many students considered this moral project experience a paradigm-changing one.

During this tax season, the community in Burbank, North Hollywood, Sunland and surroundings, can once again benefit from tax assistance, provided by Woodbury University’s Accounting students. Coordinated by the Woodbury Accounting Society, and supervised by Accounting Chair Mauro Diaz, these accounting students are on campus every Saturday from 9:00 am to 5:00 pm to assist community members with free tax filing. The project, which is part of the national Volunteer Income Tax Assistance (VITA) program, has been a great success so far. The Woodbury VITA project will continue until April 18, in the School of Business, 2nd Floor, Room 201.

SCHOOL OF BUSINESS ENTREPRENEUR LECTURE SERIES:
Tracy Hernandez, Chief Executive Officer, BIZFED

On March 8th, Tracy Hernandez will speak to the Woodbury campus community about her entrepreneurial experiences, and share some important insights. BizFed, a not-for-profit entity, serves over 130 business organizations representing well over 268,000 businesses across Los Angeles County. Mrs. Hernandez has extensive experience in the media industry serving in various chief executive roles, including as the first female publisher in the nearly 100-year history of the Los Angeles Daily News, over 10 years with the Journal Register Company of Trenton, N.J., and owner and operator of a group of newspapers in Walla Walla, Wash. As a member of the School of Business Advisory Board, Ms. Hernandez has a strong interest and passion for our institution. Event coordinator: Prof. Keith Nishida.

The School of Business Entrepreneur Lecture Series have been received well since their inception at the beginning of this academic year. So far, the series featured Liz Rossof, Think Tank Director at the crowd sourcing design firm BetaBrand; an Entrepreneur Forum panel moderated by Dr. Paul Sabolic with guest speakers from CEO; Mr. Tom Baron, entrepreneur, Woodbury alumni, and generous sponsor of the CEO Business Plan Competition, and Mr. Noam Lotan, venture partner at Our Crowd.

JOIN OUR 2ND ANNUAL MBA EXPERIENCE!

Saturday, April 1, 2017, 10:00am – 12:00pm
Highlights:
• Introduction to Woodbury and the MBA program
• Panel discussion on alumni success stories and faculty impact
• Meeting the Dean and the MBA Chair of the School of Business

Our MBA students can earn their degree in as little as one year.
We are accepting applications for Summer & Fall 2017

WOODBURY UNIVERSITY SCHOOL OF BUSINESS - 7500 GLENOAKS BLVD. BURBANK, CA 91504
Business with a Conscience

Woodbury University School of Business Newsletter – February/March 2017

Dr. Satinder Dhiman, Associate Dean, School of Business, and Chair, MBA Program, just published his new book, "Holistic Leadership: A New Paradigm for Today’s Leaders" (Palgrave-MacMillan, 2017). Distilling the essence of leadership research and practice of the last 50 years, Dhiman gamers the view in this innovative book, that learning to be an effective leader requires a level of personal transformation on the continuum of self, spirit, and service. Dhiman’s book presents a unique model of leadership, built on Self-Motivation, Personal Mastery, Creativity and Flow, Emotional Intelligence, Optimal Performance, Appreciative Inquiry, Authentic Leadership, Transformational Leadership, Positive Psychology, Moral Philosophy, and Wisdom Traditions of the world.

Meet MBA student Lisa Jack, a Navy Chief Petty Officer turned designer, showcasing a lifestyle of creativity. After traveling the world,

Lisa is pursuing a new venture and discovering new ways to grow her business concept.

Wendy Bendoni, Chair, Marketing and Fashion Marketing, just published her book, “Social Media for Fashion Marketing” (Bloomsbury, UK), a unique work that explains how social network platforms continue to alter digital communication and have impact on the marketing strategies in the fashion industry. It crucially equips readers with the know-how to examine current industry trends in social media marketing, such as the impact of new technologies, digital influencers, analytics and more on the fashion cycle and on consumer behavior in the digital landscape.

In February, Wendy Bendoni, Chair of Marketing and Fashion Marketing, traveled with a group of Marketing and Fashion Marketing students to Las Vegas to serve as a WWDMAGIC research team, tracking trends, listening to presentations on new import and export laws on the global trade, meeting with golden globe winning costume designers (moderated in a lecture series), and learning the data science behind the e-commerce of the future. The students have contributed to the content for WWDMAGIC (UBM owned).

MAGIC is the largest marketplace, comprised of fourteen unique communities showcasing the latest in apparel, footwear, accessories, and manufacturing.


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Allene Anderson

ACBSP

Allene Anderson
NEW CHAPTER ON STUDENTS’ WRITING PERFORMANCE

Dr. Nathan Garrett, IT-Professor in the School of Business, has co-authored a book chapter, titled, “How Student Performance in First-Year Composition Predicts Retention and Overall Student Success” with Bruce Feinstein and Dr. Matthew Bridge-water.

The chapter was included in Retention, Persistence, and Writing Programs (Ruecker, Shepherd, Estrem & Brunk-Chavez (Eds.)), and was published by Utah State University Press (April 2017). The chapter emphasizes that writing courses are just as strong a predictor of students’ graduation as courses in their major.

A Mindful Moral Compass

Dr. Joan Marques recently published her research paper, “A Mindful Moral Compass for Twenty-First Century Leadership: The Noble Eightfold Path” in Journal of Values Based Leadership. In this paper, Marques reviews contemporary leaders in business, human rights advocacy, and social entrepreneur circles as examples of individuals who have channeled their efforts to guide their careers in a sustainable and morally responsible manner within the context of the ancient “Noble Eightfold Path,”— a core Buddhist philosophy. Applied to a secular world, Marques further identifies, explains, and applies the eight elements of the Path as a model for modern-day leadership.

The editorial team welcomes news from and about all members of the School of Business community, present and past, student, faculty or staff, in order to nurture a proud and rewarding relationship, and an admirable tradition, since 1884.

Please email to: joan.marques@woodbury.edu

Woodbury’s University’s School of Business cultivates the distinctive talents of each student to prepare future leaders of business who communicate effectively, act ethically, and think globally.