

# THE SAVAGE STORM BULLETIN



**John Massey**  
School of Business



One of five AACSB  
accredited in Oklahoma

*John Massey School of Business (JMSB) Monthly Newsletter*

**MBA Director**

**Mr. Robert Howard, MBA**



As our online MBA programs continue to grow exponentially across the country, certainly there are many people at Southeastern who play a huge part in making that happen. However, Mr. Robert Howard is the MBA Director in the John Massey School of Business and in doing so has had a keen interest on not only taking some time out to enjoy the fruits of his labor, but to also keep the MBA programs with all their many MBA degree emphases going strong and in full force ahead for many

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### **MBA Director, Mr. Robert Howard, MBA (cont.)**

decades to come! Some of the main drivers to SE's Online MBA successes include their affordability and students being given the opportunity to receive an MBA from an AACSB accredited program in one year's time.

Mr. Howard earned a bachelor's and a master's degree from Southeastern and is certified as a Legal Assistant from the University of Oklahoma at Norman. He has attended "Teaching Business Ethics" training seminars at AACSB Tampa, Florida. Additionally, he serves on the Graduate Faculty Committee and various other committees for the JMSB and the University.

Robert has over 15 years of experience managing retail grocery stores. He holds the position as Instructor of business at SE. Robert is a member and past President of the Kiwanis Club of Durant. Furthermore, he served as VP of the Silo School Board for five years. Robert is also the owner/operator of a business consulting firm, Howard and Associates. In addition, he is a Certified Mediator for the State of Oklahoma for Small Claims and Family and Divorce and has co-authored Journal articles in industry publications.



**MBA Spotlight! MBA with an Emphasis in Entrepreneurship!**

## Why Study Entrepreneurship?

Students will sometimes ask “why should I choose the entrepreneurship emphasis”? The answer is simple—research points to a large number of people who want to start their own business venture, sometimes to make a lot of money but more often so they can be their own boss, start a business based on their business passion and create something of value. A study just a few years ago by Bentley University and reported in Forbes magazine found that **66% of Millennials Want to Start a Business!**

We often hear that more than half of new businesses fail during the first year. According to the Small Business Association (SBA), this isn't necessarily true. The SBA states that only 30% of new businesses fail during the first two years of being open, 50% during the first five years and 66% during the first 10. The top two reasons why new ventures fail is due to: (1) not investigating the market and (2) business plan problems.

### **The good news is that WE CAN HELP WITH THAT!**

The good news is that in the Entrepreneurship emphasis we teach skills that help the entrepreneur in researching the industry and the market and students create a detailed business plan that they can use in starting their own business. The business plan is not only an important planning document for the entrepreneur and the business management team, but the business plan is also essential in order to secure funding from a bank lender or venture capitalist.

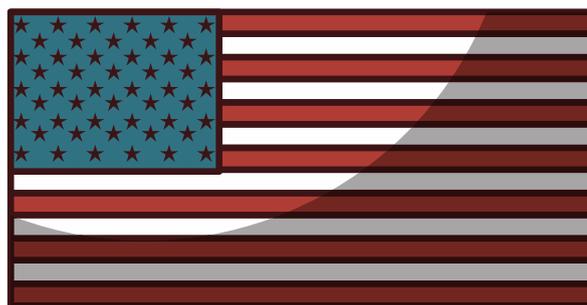


## Why Study Entrepreneurship? (cont.)

According to U.S. News & World Report, there are three reasons why an MBA degree may help you start a new business venture. B-school is the best incubator for budding entrepreneurs. The classroom becomes your laboratory for ideas and the opportunity to research and test those ideas. B-school offers the best environment to build your team. The MBA program encourages you to network with fellow students from around the country and across the world in addition to your professors and guest speakers. Networking is one of the most important keys to business success.

B-school will teach you how to run and grow a company – not just launch it. In addition to learning important skills in management, marketing, accounting, and finance, reading and preparing case studies in your classes can help you learn from other companies---their successes and failures, helping to provide you with a formula for success! You will also research and develop a marketing plan and a complete business plan which will help get you ready to start your new business venture upon graduation from the MBA program! For more information contact, **Dr. Martin Bressler**, John Massey Endowed Chair in Entrepreneurship, Email: mbressler@se.edu.

**Source:** Blackman, Stacey, Aug. 26, 2016, *From 3 Reasons Future Entrepreneurs Need an MBA and 1 Exception.*



### Featured Local Veteran with Phi Beta Lambda Member

Mr. Gabe Farcus is originally from LaGrange, GA. He was a member of the U.S. Navy from March of 2010 - March of 2014. He joined the Navy as an Aerographer's Mate which is Navy-speak for "weatherman." He was deployed in May of 2012 - February of 2013 on the USS John C. Stennis (CVN-74). His highest rank achieved was E-5. In addition, Gabe is also an SE business student majoring in General Business.

## Featured Local Veteran with Phi Beta Lambda Member (cont.)

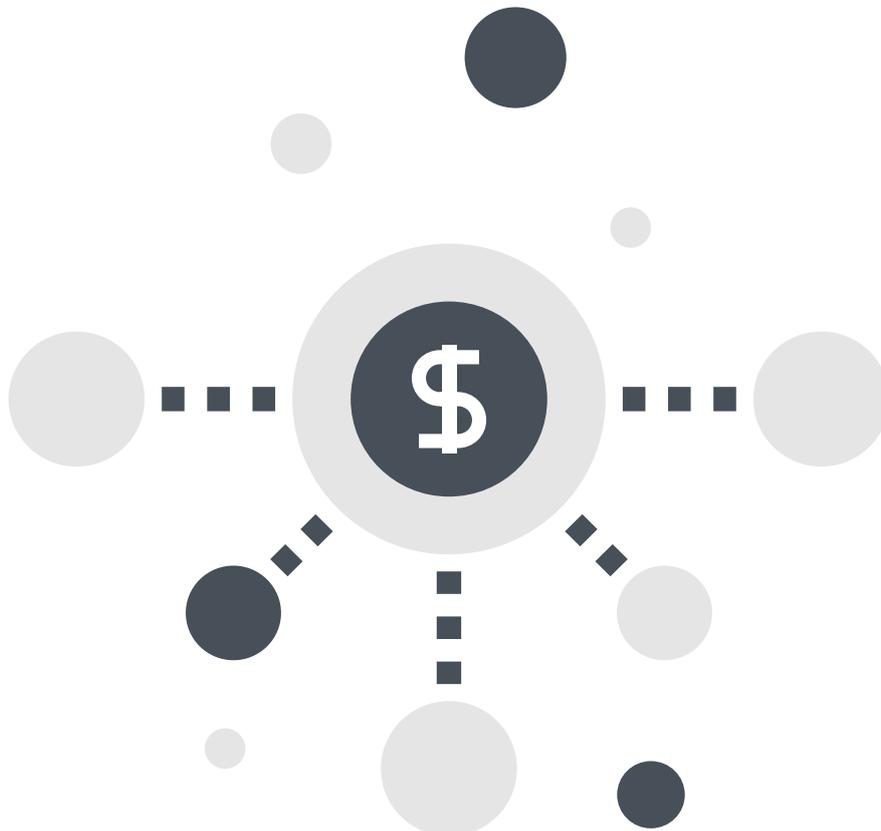


**Pictured from left:** Mr. Gabe Farkus local Veteran and SE business student majoring in General Business and Mr. Chris Gerlach, SE business student and Phi Beta Lambda member majoring in Advertising/Public Relations.

## Phi Beta Lambda Members Prepare for State Competitions!

Dr. Luci Parmer, Phi Beta Lambda Faculty Sponsor, is pleased to announce that the Phi Beta Lambda members are working hard preparing to compete in the upcoming Phi Beta Lambda **State Competitions**. There are 62 competitive business events to choose from, and placing at the state level will move the members on to the 2019 National Leadership Conference, June 24th - 27th in San Antonio, Texas to compete at the **National Competitions**.

Additionally, the Phi Beta Lambda Chapter will be conducting a **Generosity Crowdsourcing Fundraiser** soon, so please be on the lookout for that! Sorry, no chocolate bars, candles or cookie doughs involved, but the chapter still hopes that many people will participate and give to help the members travel to San Antonio over the summer to compete at Nationals.



## **Phi Beta Lambda Announces More Officer Positions Taken!**

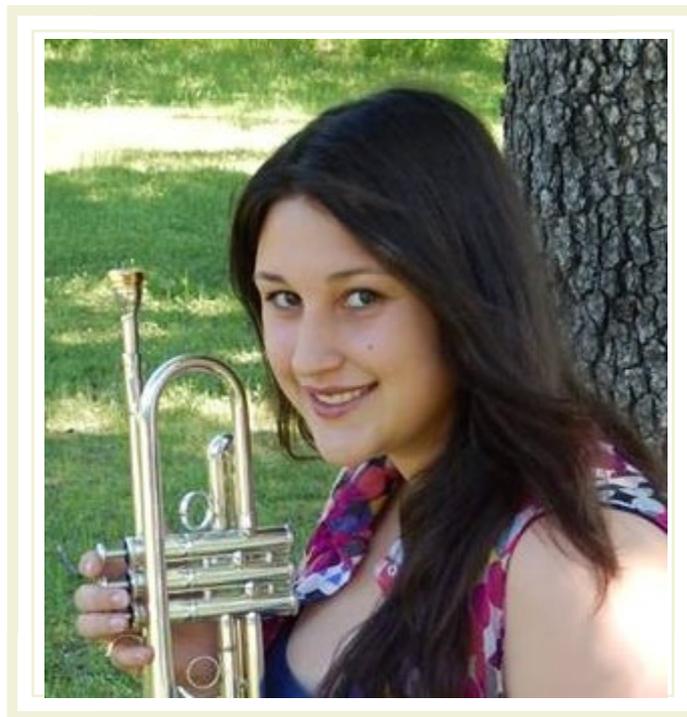
### **Ms. Chloe Duncan Takes on Vice President Position in SE Phi Beta Lambda Chapter**



Chloe is from Antlers, Oklahoma. Last fall she transferred to SE from OBU and absolutely loves Southeastern! She is a sophomore majoring in finance and looking forward to the many ways she can get involved on the campus.

## Phi Beta Lambda Announces More Officer Positions Taken! (cont.)

### Ms. Trinity McReynolds Takes on Treasurer Position with Phi Beta Lambda Chapter



Trinity is from Paris, Texas, and has been going to Southeastern for three years now. She is pursuing a bachelor's degree in finance. She is a new member of Phi Beta Lambda, and also plays trumpet in the Southeastern Jazz Band. After graduating from college, she aspires to be an Actuary and eventually start up a few successful businesses.

Please also welcome new Phi Beta Lambda members, **Katie McCullar**, **Angela Mullenax**, **Kimberly Strange**, and **Cassie Woodward** to the SE Chapter!

## Faculty Scholarship

### Dr. Luci Parmer to Present at Upcoming Lilly Conference



Dr. Parmer will be presenting a 50-minute interactive presentation session on a development paper titled "**How the Design and the Techniques Implemented Impact Digital Courses**" at the Lilly Conference: Teaching for Active and Engaged Learning in Orange, CA on February 28th - March 2nd.

**About Lilly Conferences:** For nearly 40 years, Lilly Conferences have provided opportunities for the presentation of the scholarship of teaching and learning (SoTL). There are a variety of sessions offered so that participants can match their learning preference to the presentation formats: 50-minute sessions, 20-minute discussions, traditional plenary addresses, 30-minute round table discussions, and poster sessions. Conference presentations are selected through a blind peer-review process.

**Mission:** The mission of the Lilly Conferences is to provide a forum to share and model a scholarly approach to teaching and learning that reports quality student learning outcomes while promoting professional development of faculty.

**Core Values:** (1) community is a cornerstone to improving student learning; (2) participants are life-long learners; (3) everyone responsible for teaching has the ability and desire to learn to be a better teacher; (4) scholarly, evidence-based teaching improves student learning; and (5) advancing education is a fundamental need in every society.

## Dr. Nick Nichols Represents SE's Department of Occupational Safety and Health at Kiewit Seminar

On June 12-14 of 2018, Dr. Nick Nichols was selected by Kiewit Construction, Inc. to represent SE's Department of Occupational Safety and Health by attending their annual "Building a Stronger Curriculum with Kiewit" (BSCK) Seminar. The seminar was held at what is known in the company as Kiewit University. It is a "state of the art" training facility built by the company.

The Seminar is offered to selected academic leaders to provide them the opportunity for professional development through engagement with Kiewit operations leaders. The goal of this engagement is to build curriculum relevant for today's workforce. This year the Seminar had 44 faculty from 23 States and 2 Provinces. Kiewit led modules for the Seminar included Safety, Equipment, Project Planning, and Blueprints. Faculty also participated in a Virtual Project Tour. Dr. Nichols's "Scaffolding Assembly Exercise" was also selected to be published in the Kiewit Professor's Portal.



All selected faculty who attended the Seminar. **Dr. Nichols** is in the front center, kneeling on the floor wearing the black shirt.

## Dr. Nick Nichols Represents SE's Department of Occupational Safety and Health at Kiewit Seminar (cont.)

### More Photos from the Kiewit Seminar



Pictured above is Dr. Nichols learning from a Kiewit virtual reality technology subcontractor how architects and contractors in construction can complete virtual reality analyses of what is known as "design-build" construction (i.e., the building is being designed and built simultaneously, in order to save time). Via the virtual reality gear Dr. Nichols is wearing, a viewer can "virtually" analyze and adjust building plans before and during actual construction, in real time.



**Dr. Nick Nichols Represents SE's  
Department of Occupational Safety and Health at  
Kiewit Seminar (cont.)**



All selected faculty pictured above view a "virtual tour" of a construction site in the large theater of Kiewit University via the utilization of a flying drone over the site. Drones are now being utilized heavily by such companies, in order to facilitate a job's overall safety and management.





## **Current JMSB Undergraduate Degree Plans**

### **Bachelor of Business Administration (BBA)**

- Accounting
- Finance
- General Business
- Management
- Hospitality Management
- Marketing

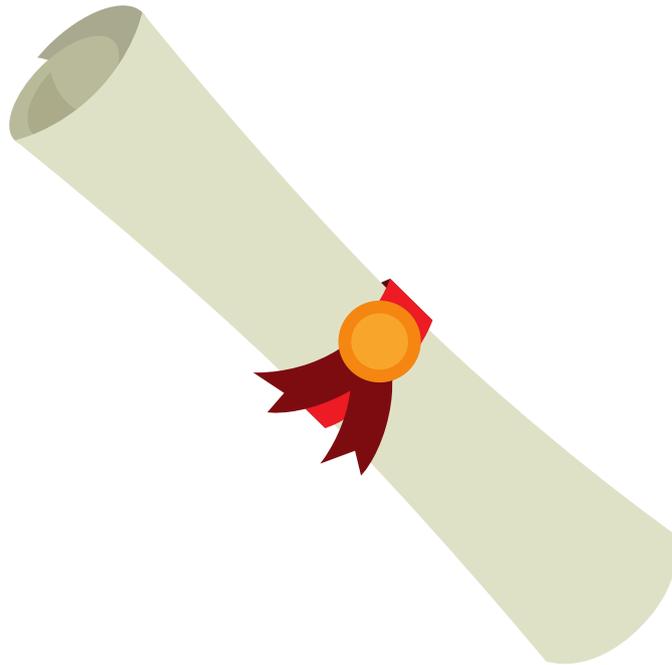
## **Current JMSB Graduate Degree Plans**

### **Master of Business Administration (MBA)**

- MBA with an emphasis in General
- MBA with an emphasis in Accounting
- MBA with an emphasis in Aerospace Logistics
- MBA with an emphasis in Entrepreneurship
- MBA with an emphasis in Finance
- MBA with an emphasis in Healthcare Information Systems
- MBA with an emphasis in Hospitality Management
- MBA with an emphasis in Human Resources
- MBA with an emphasis in Management
- MBA with an emphasis in Marketing
- MBA with an emphasis in Native American Leadership
- MBA with an emphasis in Safety
- MBA with an emphasis in Strategic Communications

## It's Never Too Early To Start Preparing for Graduation!

### An Important Graduation Requirement You Need to Know!



All John Massey School of Business students are required to take the Major Field Test (MFT exam) and earn a passing grade on the exam which is taken during their final semester at Southeastern. The exam is part of the *Business Policy* class and detailed information is available to students on Blackboard.

**Students must meet all required prerequisite courses prior to enrolling in Business Policy and must be approved by their advisor and the Business Policy professor.**

**Please note:** Students take MNGT 4633 Business Policy in their last semester of study. Students must have successfully completed marketing and finance and be graduating in the semester in which they enroll in Business Policy.



**Questions Regarding the JMSB Degree Programs,  
Please Contact:**



**Dr. Kitty Campbell**

Massey Professor of Management  
Chair, Dept. of Management & Marketing  
Interim Chair, Dept. Of Accounting & Finance  
John Massey School of Business  
Southeastern Oklahoma State University  
kcampbell@se.edu  
Office # 103  
(580) 745-2494