This spring, Richards College of Business students were given an opportunity to display their knowledge of social media marketing. Through a partnership with Sportplex Health and Athletic Club, interested students were challenged to create a marketing plan specific to Sportplex and compete for a summer internship with the firm. Three students created social media marketing plans and presented to five Sportplex executives on May 12. All three gave excellent presentations and each offered very unique insight that the Sportplex executives noted as valuable. Emily Newborn’s plan was selected as the best, earning her a $250 cash prize and a summer internship to implement her plan.
RCOB Birthdays

August
1st  Blaise Bergiel
11th Sunil Hazari
13th Liz Runyan
21st John Upson
21st Yun Cheng

September
6th  Hilde Patron
7th  Joe Abrokwa
13th Mariana Sanchez & Joan Deng
17th Rick Sigman
19th Brad Prince
21st Jim Burton
27th David Nickell
29th Salvador Lopez
30th Nancy Lott

October
3rd  Samantha White
7th  Doug Turner & Grace Li
9th  Diane Williamson
17th Tracy Mitchell & Faye McIntyre
29th Todd Anduze

November
1st  Michael Hopper
10th James Murphy
16th Cheryl Brown
18th Swarna Dutt

December
8th  Salil Talpade
11th Adrian Austin
21st Michael Sinkey
22nd Erich Bergiel & Kathy Cannon

AY 2016-2017 Preview Days

Fall Preview Day: October 16, 2016
- Dr. Thomas Gainey
- Dr. Mary-Kathryn Zachary

Winter Preview Day: January 29, 2017
- Ms. Mariana Sanchez
- Ms. Samantha White

Spring Preview Day: April 23, 2017
- Dr. Erich Bergiel
- Dr. Leanne DeFoor

AY 2016-17 Graduation Commencement

Fall Graduation
Saturday, December 10, 2016
Dr. Erich Bergiel
Dr. Faramarz Parsa
Mr. Philip Reaves
Dr. Doug Turner
Ms. Samantha White
Dr. Mary-Kathryn Zachary

Spring Graduation
Thursday, May 11, 2017
Dr. Leanne DeFoor
Dr. Joan Deng
Ms. Mariana Sanchez
Dr. John Upson
Dr. Susana Velez

Summer Graduation
Tues, July 25, 2017
Dr. Jon Anderson
Thomas Gainey
Dr. Kim Green
Dr. Jeannie Pridmore
Upcoming Events

**August**
- New Faculty Welcome Lunch Aug 1
- General Faculty Mtg. Aug 3
- Fall RCOB Faculty/Staff Mtg. Aug 4
- Fall RCOB Faculty/Staff Party Aug 5
  - Sunset Hills Country Club
- Classes Begin Aug 10
- Ice Cream Party Aug 16
- Chick-Fil-A Day Aug 23
- Active Shooter Training (Faculty) Aug 24
- Management Dept. Mtg. Aug 26
  - 8:00-9:20am – MIS Mtg.
  - 9:30-12:00 noon, Dept. Adamson 127

**September**
- Labor Day Holiday (no classes, offices closed) Sept 5
- Fall Open Breakfast Sept 21-22
- Mentor Kick-Off Sept 29
- Faculty Research Lunch (MGT) 12:30pm Sept 30

**October**
- Fall Break (no classes, offices open) Oct 6-7
- Board of Advisors Mtg. Oct 7
- AACSB Visit Oct 9-11
- UWG Preview Day Oct 16
- Homecoming & Scholarship Gala Oct 22
- Faculty Research Lunch (11:30 am) Oct 28

**November**
- Economic Forecast Breakfast Nov 1
- MGT Dept – Lunch w/ Dean Nov 11
  - 11:30-1:30pm – Adamson Hall rm 127
- Thanksgiving (no classes, offices open) Nov 21-25
  - (no classes, office closed) Nov 24-25
- College Holiday Lunch Nov 30

**December**
- Fall classes end Dec 2
- Final Exams Dec 3-9
- Graduation Dec 10
- Fall Grades due by noon Dec 12
Dr. Pridmore’s Enterprise and Decision Support class Spring semester had the privilege to visit Greenway Health. Students heard from three very knowledgeable professionals covering topics from project management to using enterprise systems and creating decision support dashboards, and ending with career advice and tips for transitioning into the work force after graduation. This site visit was the kick off for the final project for this course which is to create decision support reporting measures that could be added to Greenway’s Electronic Health Records System. The students created innovative measures and presented them on Greenway’s campus at the end of the semester. Four team awards were given based on creativity, technology documentation, and presentation skills.

**Germany – University of Munster**

The MIS group is working to develop an international option for students. Dr. Pridmore visited the University of Munster to meet with MIS professors there and talk about possible international student projects and faculty research. The meeting was very successful and has opened the doors for international research and student projects in Enterprise, Business Intelligence, and Cyber Security.

**SAP ERPsim – Montreal Canada**

Dr. Pridmore attended the SAP ERPsim workshop in Montreal Canada. She obtained her level 2 certification for the ERPsim system. The Logistics ERPsim with Business Intelligence and Design Thinking Project Management in the newly designed Enterprise Architecture Course Fall 2016 and the Manufacturing ERPsim on HANA with Business Intelligence will be used in the Enterprise and Decision Support Course. The Level 2 certification allows Dr. Pridmore to train other professors to use and implement the ERPsim systems in their course. Dr. Mina Rollins is training to implement the ERPsim Logistics system in her Introduction to Logistics Course for Fall 2016.
At the beginning of August, Dr. Susana Velez-Castrillon participated in the Conference of the Academy of Management in Anaheim, CA. This year, Dr Velez-Castrillon presented the paper “Board Directors and Firm Reputation: The Effect of Who They Are, What They Know, and Who They Know”. This paper was selected for the conference's proceedings as one of 37 "Best papers" in the Business Policy and Strategy (BPS) division. Over 600 papers were submitted to BPS.

Dr. Velez-Castrillon also coordinated the PDW "Continuing the Dialogue: Making Meaningful Cross-Border Connections across the Academy" which was part of the program of the Diversity and Inclusion Theme Committee. This workshop brings together the leaders of the international academies that are affiliated or associated to the AoM to foster dialogue and collaboration among them.

August 2016
Academy of Management – Anaheim, CA

$1000 Scholarship

Dr. Velez-Castrillon was notified in August that she had won the "Interpretive Challenge" for her use of the "Corporation" simulation in her strategic management class. As this year's winner, a team of her students will receive a $1,000 scholarship at the end of this fall.

1989 MBA Student

Ms. Mary Alice Pearson, former 1989 MBA graduate, stopped by to speak to her favorite instructor -- Dr. Faramarz Parsa

Ms. Mary Alice Pearson, former 1989 MBA graduate, stopped by to speak to her favorite instructor -- Dr. Faramarz Parsa
Students Win Big at Richards College Big Night

In 2016 RCOB BIG NIGHT Participants/UWG students were featured in an issue of *insideSOUTHWIRE.* ♥

Craig Foster
*Ink Master*

*Ink Master* Craig Foster made a "surprise" guest appearance in Dr. Erich Bergiel’s MGNT 6670 – Theory of Organizational Behavior

July 10th-19th Seminar on Int’l Business Perspectives

During July 10th-19th, a group of graduate business students from the Universidad Católica de la Santísima Concepción from Chile took a Seminar on International Business Perspectives hosted by the Richards College of Business.

Aside from classroom lectures, the group was accompanied by Mariana Sanchez who served as a Spanish interpreter during company visits and outings. Students took a tour of The Coca-Cola Company in Atlanta, GA and Superior Recreational Products in Carrollton, GA. They also visited the World of Coke, GA Aquarium, College Football Hall of Fame and attended an Atlanta Braves game to name a few.
Fall 2016 - Graduate Assistant

My name is Evan Little and I was raised in Alpharetta, Georgia. Most of my family lives in North Carolina which makes it like a second home to me. I enjoy sport shooting and fitness related activities such as: weight lifting, biking, canoeing, and golfing. I will graduate soon with my undergraduate degree in accounting and afterward, I want to attain the CPA designation as an entry point into broader business activities. I am also interested in learning everything I can about sales, marketing, procurement, logistics and alternative problem-solving approaches. Lastly, I look forward to earning an MBA and serving the community here at the University of West Georgia.

Evan Little

Summer 2016 – Cordell Rhymer

Cordell Rhymer graduated with a B.B.A in Management this past summer.

Mr. Rhymer started his new job on August 10th at the Fulton County Government Center. He will work in the strategic planning department temporarily and then transition to a permanent position in the personnel department.
Over the summer the CISM 3350--Information Systems Research class was offered. Approximately 40 students enrolled in the course to study and prepare for the CompTIA Network + certification exam. Each student completed over 451 individual lessons from topics ranging from LAN infrastructure to network design. After completing the preparatory training using the LearnSmart online training tools the majority of the class took the optional proxy exam to qualify for tuition assistance to pay for the actual certification process. Nearly 50% of the students taking the proxy exam had qualified for tuition assistance. The next step is for each qualified student to take the certification exam and place that new credential on their resume. With the overall average of the proxy exam reaching 90.7% there is little doubt that the Management Information Systems program at the Richards College of Business will be well representative. Next Spring another course of similar design will be offered focusing specifically on Network Security. We again expect great results from the diligent work and focus of our students.