

From Dr. Claudia Santin, Dean, College of Business, Professor of Leadership



Dr. Claudia Santin

Happy 2021.

The global pandemic has impacted all of us in varying ways. How we live, how we work, and how we connect have been profoundly altered. COVID-19 affected not only businesses but business education—primarily

how institutions of higher education delivered business education. Fortunately, the College of Business had already embraced technology for program delivery, so we were well positioned to continue providing the high quality of education our students were already accustomed to receiving. Our faculty and staff met the challenges with grace, care and determination. 2020 has taught us that we must continue investing in ways to offer more accessible, flexible, and personalized models of business programs. CUC's College of Business is committed to this investment.

During 2020, working virtually, the University and College continued their day to day work: educating students, completing the program prioritization process, and offering co-curricular activities such as CougarTank and the College's speaker's series. We held two virtual graduations—one in May and another in December—bidding farewell and praying for God's blessing for our bachelor's, MA, MBA, PhD, EdD and DBA graduates. The cycle continued as we welcomed new students into the College. The College's MBA program achieved accreditation from the Accreditation Council for Business Schools and Programs (ACBSP) and is now collecting data to pursue accreditation for its undergraduate and DBA programs. The College's leadership team spent a good portion of their time during the fall semester planning for the 2021 spring semester.

As 2021 unfolds, we anticipate continued challenges and disruptions as vaccines are developed and distributed. We are hopeful that we will emerge stronger and with a renewed commitment as a front-runner in delivering an excellent business education experience. To this end, and as part of the University's program prioritization process, we will continue to explore strategies for offering more

accessible, flexible, and personalized models of business, management, sports management and organizational leadership programs.

We remain grateful to you for your steadfast support of CUC and the College of Business and send our sincere wishes and prayers for good health and happiness for you and your loved ones. While we remain apart physically, we remain highly collaborative in our approach to continuous improvement and innovation. "Blessed is the man who remains steadfast under trial, for when he has stood the test, he will receive the crown of life, which God has promised to those who love him." (James 1:12)

From Dr. Christopher Lilly, Associate Dean, College of Business, Professor of Curriculum and Instruction



Dr. Christopher Lilly

Welcome to the spring term at CUC. Thank you for all of your hard work and flexibility during the past four months. I continue to be amazed and grateful that CUC students and faculty have been able to adjust so seamlessly while

continuing to experience the high-quality education for which CUC is known and proud. We have learned much about ourselves, and are grateful every day for the enthusiasm of our students though a difficult time.

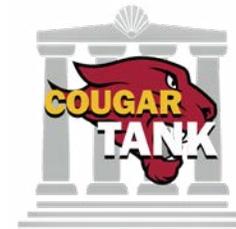
Looking forward, we are delighted to offer several courses in a HyFlex format, affording some of our students the opportunity to be on campus with faculty. HyFlex is a combination of face-to-face and online learning in which students rotate through an in-classroom experience to ensure social distancing and safety. HyFlex courses are simultaneously held live online for students to participate virtually. CUC continues to take every safety precaution—from student and faculty COVID-19 testing, to mandatory wearing of masks, to daily cleaning of classrooms and office space. Of course, students may opt out of any face-to-face experience at any time. We will be offering many more classes in an online-only format to keep our students and faculty safe while we prepare for a return to normal course delivery by summer.

Thank you again for all that you are doing in support of the College of Business and Concordia University Chicago!

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CougarTank 2020 Begins!



CougarTank 2020 is shaping up to be a great competition. The College has already secured three Gold Level sponsors, **The Lutheran Church Extension Fund (LCEF), Thrivent**

Financial, and Emerge Education, as well as one Silver Level sponsor, **Northwestern Mutual-Chicago**. Each of these companies will provide a judge for the final round; Gold Level sponsors are invited to offer a CUC alumnus as a judge for Round II.

This year the entire competition will take place virtually through Blackboard Collaborate. The application deadline is Feb. 8. All COB students are invited to apply; each team must include at least one enrolled COB student. The first round will take place Feb. 17 at 4 p.m. After the first round the competitors advancing to the second round will attend an event to get to know and select their coaches. The second round will take place March 18 at 4 p.m.; the final round will be on April 16 at 5:30 p.m. Prizes will be awarded to first (\$500), second (\$250), and third (\$100) place winners.

To learn more about CougarTank please visit: CUChicago.edu/CougarTank or check out this video: youtu.be/Io2R2Oyd9co.

The application can be found on the CougarTank web page and in the repository on the resources page of the CUConnect Portal.

Upcoming Events

<i>DBA Residency</i>	<i>Feb. 4-6</i>
<i>CougarTank Application Deadline</i>	<i>Feb. 8</i>
<i>CougarTank Round I</i>	<i>Feb. 17</i>
<i>CougarTank Round II</i>	<i>Mar. 18</i>
<i>CougarTank Round III</i>	<i>Apr. 16</i>

College of Business Congratulates Recent Doctoral Graduates

James Whitaker • 7/15/20 • PhD • Sports Leadership • *Transformational Leadership Behaviors of Athletic Directors in the Council of Christian Colleges and Universities*

Nicholas Zoroya • 8/19/20 • EdD • Sports Leadership • *Examining Coach Retention Methods in College Athletic Departments*

Felicia Swafford • 8/31/20 • PhD • Organizational Leadership • *The Impact of Race Discrepancy on Multiracial Employees' Professional Image*

John Wardisiani • 10/21/20 • PhD • Organizational Leadership • *The Effect of an SAT Intervention Program on Student Performance in a Suburban Chicagoland High School*

Aswan Holmes • 10/26/20 • EdD • Organizational Leadership • *Religion and Social Networking in Pentecostal Assemblies*

Margaret Johnsson • 10/27/20 • DBA • Strategic Leadership and Innovation • *Industry and Occupational Relationships to Bridge Employment and Encore Careers*

Tayranette Johnson-Williams • 10/28/20 • EdD • Organizational Leadership • *Workplace Bullying: The Impact of Responses to Negative Behaviors in Federal Classrooms*

Amanda Dickinson • 10/28/20 • PhD • Sports Leadership • *The Impact of Emotional Intelligence on Student-Athlete Success*

Completed final defense and awaiting graduation

Imad Ramadan • 11/6/20 • DBA • Strategic Leadership and Innovation • *The Association Between Accounting Disclosures and Transparency and Investors' Confidence*

Khaled Alharasheh • 12/11/20 • DBA • Strategic Leadership and Innovation • *Relationship between Ownership Concentration and Dividend Policy in Jordanian Capital Market*

Alex Anderson • 1/14/21 • EdD • Sports Leadership • *Exploration of Student Athletes' College Choice at Small, Private Division I Institutions*

Phillip Norman • 1/18/21 • PhD • Sports Leadership • *Intercollegiate Football Participation's Impact on Academic Achievement: A Case Study*

Ahmed Montasser Sayed Abdalbagi • 1/20/21 • DBA • Leadership and Innovation • *A Qualitative Study for Crisis Management Strategies Used by Small Business Leaders*

In Pursuit of Faculty Excellence



Marcia Hunter

Are you looking for ways to bring dynamic variety to your students' business education experience? Invite a guest speaker to your online course.

Students enjoy learning from not only you, their instructor, but also from other professionals whose

experience relates directly to the course content. Do you have a colleague or two who would talk to your course? Would one of your students know of a professional with relevant experience? If the presenter is unable to meet with your course, record their presentation on a Collaborate or CUC Zoom call so you can use the recording not only for your current class but for future courses as well.

Another smart strategy for promoting student success is to check in weekly with your students. Text, call, or email

some of your students once a week to see how they are doing this term. You may be surprised by their responses.

If you desire additional training on any aspect of teaching, please send me an email: Marcia.Hunter@CUChicago.edu. I am here to help you, psychically and prayerfully.

We are better together.

Blessings,
Marcia Hunter, MA
COB Faculty Excellence Coach

Turkey-Palooza Returns for Year Two



Dr. Dana Sendziol

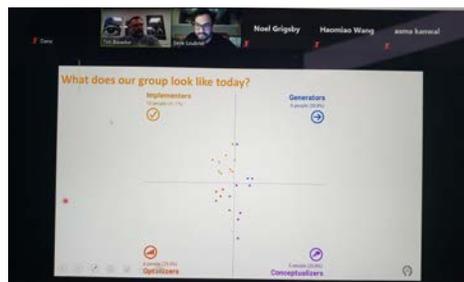
On Monday, November 23, the second annual Turkey-Palooza, a Thanksgiving-themed learning workshop, was held for graduate and undergraduate College of Business students through the Center for Innovation and Entrepreneurship.

In keeping with the spirit of the season, "Thriving in the Time of COVID-19: Finding Creativity in Challenge," was the focus of a dialogue facilitated by **Dr. Dana Sendziol** and **Tim Basadur**, researcher at Basadur Applied Innovation. Professor **Russ Zage** served as moderator and host.

Business students were provided with a discussion guide and directions to complete the Basadur Profile, a 360-degree analysis that provides individuals with unique insights into their strengths in creative and innovative thinking. Answers to profile questions help students understand their preferred work style as fitting one of four types: generator, conceptualizer, optimizer, or implementer. Having determined their preferred work style,

students explored how individuals within each style category can think more creatively by using the eight unique steps of the Simplicity Thinking Applied Creativity Process, a process designed by **Dr. Min Basadur**.

During the 90-minute workshop, students asked questions regarding their profile results and probed their change-management skill sets. MBA student **Syed Fahad** said, "after the lecture session . . . I felt that my vision as an MBA student has entirely changed. I worked in higher posts in my home country, but I was not equipped at that time to satisfactorily resolve the organizational issues I was presented with. Now, I have come to know where I stand in professional environments as an implementer and how heterogeneous teams can enhance the effectiveness of organizations."



Turkey-Palooza participants created a scatter graph, plotting attendees according to the four work style categories of the Basadur Profile.

Fellow MBA classmate **Seve Loubriel** echoed these sentiments, saying, "Mr. Basadur did a phenomenal job conveying his expertise during our Turkey-Palooza workshop. I am blessed to have attended and I will apply these techniques in my current role as a football coach at Concordia University Chicago."

Undergraduate **Tabitha Mucci** reported that the session emphasized the "importance of versatility in leadership and highlighted that there is no right or wrong way to lead." Her classmate **Helen Andrews** stated, "my favorite part of this experience was seeing the results for everyone in the session. I was surprised that so many of the people here at CUC were found to be implementers and optimizers."

Additionally, students learned the technique of "telescoping" for effectively collaborating with others (even through Zoom!). CUC's ACBSP-ranked College of Business promotes effective teamwork as a top-priority management skill. Telescoping and self-awareness enhance our students' resiliency and productivity both during their time at CUC and beyond. Opportunities like Turkey-Palooza allow for cross-disciplinary learning about entrepreneurial management, creativity, and change leadership during these challenging times.

Make Your PowerPoint Presentation a Hit



Anna Krenz, Antea Pela, and Emily Hynan

On November 16, 2020, three former CougarTank participants conducted a virtual seminar about formatting a successful PowerPoint presentation. Each speaker brought extensive prior experience to the subject, having prepared PowerPoints for CougarTank, college courses, job interviews and/or as part of a job.

Emily Hynan '20, Antea Pela '21, and Anna Krenz '21, walked the audience through the process of planning and developing a successful PowerPoint presentation, providing

useful tips such as available platforms (Prezi, PowerPoint, and Google Slides), things to avoid, and how to incorporate themes, color and the use of templates.

The speakers emphasized the importance of six steps when planning a PowerPoint:

- Clarify your purpose: to inform, persuade, or entertain
- Write and polish the script
- Practice your delivery
- Set up early
- Have a backup plan
- Close the presentation with your identified goal

From planning, to design, to presentation, the speakers covered the PowerPoint development process with clear explanation and descriptive graphics. One key point, "a PowerPoint is a way to express yourself,"

resonated with the audience, a mixture of beginners and seasoned presenters.

About the Speakers

Emily Hynan '20, a marketing and management major, competed in CougarTank three times, taking 1st place in 2018 with MiWash product, 3rd place in 2019 with Life Lights, and 2nd place in 2020 with Ru, The Toy Guru.

Antea Pela '21, a marketing and math major, competed in CougarTank for the first time in 2020 with Anna Krenz, sharing 1st place for Sync.Lync.

Anna Krenz '21, a business management and strategic communications major, also competed for the first time in 2020.

Contact the College of Business at Business@CUChicago.edu to view the presentation.

International Updates

Hebei University of Economics and Business Holds English Competition



On Dec. 6, the fourth annual "Sino-American Glamor" English speech contest was held by CUC's partner school, Hebei University of Economics and Business. The contest exists to help students improve and practice their English skills to prepare them for university studies in the U.S. Many of the students in the Sino-U.S. program participated in the activity and were awarded prizes. Congratulations to all participants and winners!

International Week France

This February, 40 College of Business students will participate in International Week, a virtual event organized by ESTICE, CUC's partner school in France. The week will feature presentations and lectures from company leaders and professors from around the world. COB students will then be paired with a team of peers from France and Argentina to work on a group project to be presented to companies at the end of the week. With the help of *Innovation DuPage*, three local companies will be participating in the event. Dr. Jamie A. Kowalczyk will present a lecture titled "Transfer, Translate, Transform in the COVID-19 Context" during the International Week event.

Create a Personal Brand for a Global Market



Elisabeth Dellegrazie

Professor Elisabeth Dellegrazie delivered her popular workshop on Personal Brand Development this past October. The presentation invited audience members to reflect about themselves and their place in the world, whether

they plan to go global or linger locally.

Professor Dellegrazie's four-part workshop format made the topic interesting and fresh for attendees:

- Personal Brand vs. Personal Branding
- The purpose of a Personal Brand
- The value of a Brand
- Interactive session: creating their own Personal Brands

Aware of how daunting such a task might seem to a virtual audience of students, faculty and staff, Dellegrazie's presentation included plenty of real life examples of how she developed her own brand over time, from when she worked her first internship through her corporate and academic careers.

Dellegrazie stressed the importance of being self-aware in order to "tell your own story." She told audience members, "your story might only have a few chapters now, but it will grow." She closed by offering some steps to take along the way:

- Always be learning (take on new roles, raise your hand to volunteer,

or speak or write on a topic about which you are knowledgeable)

- Seek help in an effort to grow and learn (mentor, board of directors)
- Offer help without the expectation of immediate repayment
- Don't listen to negative voices (external or internal)
- Have a "Why" for what you are doing that links to your personal brand
- Have a "Purpose" for what you are doing that links to your personal brand

About the Speaker

Professor Elisabeth Dellegrazie's impressive resume includes work for Fortune 500, multinational, global and regional corporations. She has more than twenty years' experience as a corporate manager in new product development, as well as brand and category management.

Dellegrazie's research focus is teaching global competency within higher education. In addition to developing and teaching marketing and management courses, she travels and lectures internationally on business marketing strategies at both businesses and universities. She develops and supports Concordia-Chicago's international joint degree programs, international satellite campuses in Singapore and Berlin, international faculty exchange and research, and student study abroad programs.

If you are interested in viewing the workshop, please contact Business@CUChicago.edu for a link to the video.

COB Academic Pursuits

Dr. Claudia Santin, Dean of the College of Business, presented (virtually), "Mentoring Millennials: Preparing the Fourth Industrial Revolution Workforce through Knowledge Transfer" at the Twenty-First International Conference on Knowledge, Culture, and Change in Organization on January 15-16, presented by the Organization Studies Research Network, Auckland, NZ.

Do you have updates you would like to share with the College of Business faculty, staff, and students? Please send them to Catherine.Schlie@CUChicago.edu for inclusion in a future newsletter.