



December 9, 2019 | Volume 3, Issue 9

Lydia Bunner Wins Case Category in Team Case Competition Sponsored by KPMG at Beta Gamma Sigma's 2019 Global Leadership Summit

Lydia Bunner, a junior in the Brad D. Smith Undergraduate School of Business and fellow team members won their case category during the KPMG sponsored Team Case Competition at Beta Gamma Sigma's 2019 Global Leadership Summit (GLS). The team was selected as a winner based on their innovative and creative solution for their assigned business case and the effectiveness of their presentation. The theme behind Bunner's assigned case involved ethics and supply chain for a European sporting goods company. Bunner attributed her team's success to their collaborative efforts, "Navigating new team dynamics as well as the issue itself was interesting. I experienced other students' points of views and backgrounds."

Established in 1913, Beta Gamma Sigma is the most prestigious international honor society in business exclusively for AACSB accredited business programs. Membership in Beta Gamma Sigma is highly selective, reserved for top 10% UG & 20% Grad students within the top 5% of business schools around the world. Members of Beta Gamma Sigma go on to lead – and even create – some of the largest and most successful companies around the globe. Beta Gamma Sigma has inducted more than 830,000 members worldwide since its founding in 1913. The Society is headquartered in St. Louis, Missouri.

Beta Gamma Sigma's annual GLS brings together nearly 400 BGS members to explore their talents while building relationships with fellow leaders from chapters around the world. This year's Summit took place on October 31-November 3 in Chicago, IL. During the Summit, attendees participated in a carefully cultivated series of leadership sessions designed to build upon each other to culminate in an intensive team competition. "We had the opportunity to listen to multiple amazing speakers on various topics from diverse backgrounds. Strengthening our leadership skills through learning about social emotional intelligence, diversity in the workplace, maximizing our Clifton Strengths, and ethical leadership were just a few of the highlights," said Bunner.

Chapter Advisor Dr. Ben Eng said, "Just getting invited to join Beta Gamma Sigma is an achievement on its own. Only students with the highest GPAs in the business school receive an invitation to join our chapter. The Global Leadership Summit brings together the best Beta Gamma Sigma students from chapters located all over the world. It's the best of the best and Lydia and her team outcompeted them all. Our students here at the Brad D. Smith Schools of Business are world class and have the business skills to materially change the world for the better."

Growing our chapter of Beta Gamma Sigma into an elite chapter has been a strategic priority for our school. Due to the generous support of business school alumni like Jim Datin, we have been able to elevate our chapter to "highest honors" status for the first time in school history and send students like Lydia to career transforming experiences like GLS.



iCenter awarded Appalachian Regional Commission Power grant

The Center for Entrepreneurship & Business Innovation (iCenter) in the Lewis College of Business has been a partner in a consortium led by the EdVenture Group Inc. in Morgantown, WV, which has been awarded an Appalachian Regional Commission (ARC) Power Grant Award for the *Simulated Workplace Entrepreneurship Education Pathway (SWEEP)* program. Other partners in this grant include the West Virginia Department of Education, Intuit Education, and Standwatch Academy. SWEEP seeks to build entrepreneurial mindsets and to support business venture development within West Virginia's Career and Technical Education (CTE) students. It capitalizes on the state's innovative Simulated Workplace initiative, which transforms CTE environments into industry-recognized, functioning workplaces in which students drive their own learning. By providing students with in-depth entrepreneurial training in a simulated workplace environment, SWEEP will equip students with the skills needed to find success within their own communities in six economically distressed counties (Calhoun, Fayette, Gilmer, Lincoln, Mingo, and Wyoming). The project will expose 1000 students and 75 instructors to entrepreneurship education through project-based learning, and 50 business plans will be developed. Dr. Ben Eng will be the Principal Investigator for this grant. Our share of the \$717, 166 ARC grant is \$183,070.

Marshall University's Student Center for Public Trust acquires Gold Star Chapter status

The NASBA Center for the Public Trust (CPT) is a 501(c)(3) non-profit subsidiary of the National Association of State Boards of Accountancy (NASBA). With chapters on college campuses nationwide, the Student Center for the Public Trust (StudentCPT) provides an interactive environment where ethical business behaviors and ideas can flourish, while creating opportunities for students to network with the business community and develop professional leadership skills. Through support and guidance from the NASBA Center for the Public Trust, events and experiences are offered for students both on and off campus. StudentCPT Membership is offered across all disciplines and provides a unique forum for ethics education. Additionally, the StudentCPT members accept responsibility for improving their community by completing a community service project.

Marshall University's Student Center for Public Trust, the new ethical leadership student organization we started on campus last year, received the highest recognition, Golden Star Chapter status, for the 2018-2019 academic year. This is a tremendous honor, especially considering we received this honor the initial year we started. Congratulations to chapter advisor Prof. Tessa White, and to Student leaders Adam Bailes (President), Dakota Cannoy (VP), Kensley Ball (Secretary), and Katerina Coon (Treasurer).

I have included a link to the national website that shows our Golden Star status: <https://www.studentcpt.org/marshall-university/>